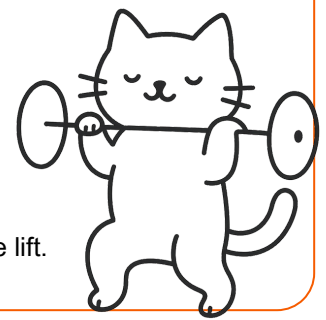


Flex Your Social Media for Stronger Client Relationships

KEY TAKEAWAYS

- ✓ **Strong Foundation First**
Make sure your website, social media, and online reputation are updated and cohesive.
- ✓ **Audit From the Client's Perspective**
Check what they see: buttons, posts, info, photos, and reviews.
- ✓ **Know Your Identity**
What do you love doing? What sets you apart? Make sure that's clear everywhere online.
- ✓ **Create (and Rep!) Current Content**
Bite-sized education, case stories, new services—keep it fresh and consistent.
- ✓ **Be Proactive, Not Reactive**
Address common questions, share useful links, and watch for trending topics.
- ✓ **Use Your Tools**
You don't have to do it alone—use Canva, Meta Suite, Google Alerts, and more to lighten the lift.



✓ YOUR SOCIAL MEDIA WORKOUT PLAN



Foundation Check (Quarterly)

- Confirm correct contact info across platforms
- Update pinned posts, bios, and call-to-action buttons
- Review access and notifications
- Check page protections (moderation, comments, country blocks)

🔍 Client-Facing Audit (Quarterly)

- Review all platforms from a client's perspective
- Evaluate whether your online presence reflects who you really are



Metrics Review (Quarterly)

- Review engagement data and identify trends
- Adjust content strategy based on what's working



Fresh Content Creation

- Post to social media at least weekly
- Update online reputation platforms monthly
- Refresh website content quarterly or bi-yearly
- Share client-friendly resources via email, social, or app



Team Alignment

- Share marketing plans and educational messaging with the team
- Ensure team understands the why behind content



Engage Proactively

- Ask clients and team what content they want
- Respond to Google Q&A and online comments
- Watch trends via Google Trends, Alerts, AVMA SmartBrief, etc.



Tools to Use

Canva • Google Drive • Slack • Meta Business Suite
Google Alerts • ChatGPT • Calendar
Distributor/Manufacturer Resources



Cool Down

- Reassess what's working
- Evaluate bandwidth and goals
- Plan your next "workout"
– reps are OK!

