

Blog Sharing Checklist

Use this list to share your blogs as widely as possible. Add your own ideas too:

- Newsletter** Add the link or repurpose it to include in your newsletter
- Email** If you don't yet have a newsletter, email the link to your contacts list
- Marketing Materials** Include blog on all your marketing materials
- Email Signature** Include your blog link on your email signature
- Networking** Talk about your blogs
- Social Sharing Sites** Add link to StumbleUpon and Reddit, if relevant

Share on Social Media:

- Tweet it immediately
- Use tools like Hootsuite/Buffer/Tweetdeck to schedule in multiple tweets, over the course of the next few weeks and months, varying the tweet and the hashtags
- @Mention anyone you refer to in the blog with a message, i.e. '@whoever put a shout out for you on my latest blog URLlink'
- Pinterest:* Pin all the images from the blog with different descriptive text to multiple boards of your own and also on group boards
- Share the link on Linked In
- Repurpose and put the blog on Linked In
- Share in relevant Linked In groups
- Direct message people you know will be interested via Twitter, Facebook, Linked In, etc.
- Add an update on Google+
- If there is a video, load it to YouTube first then embed it onto your blog.
- Make sure you include a detailed, keyword filled description with the video on YouTube (YouTube is the second biggest search engine after Google)
- Facebook:* Share on your business pages.

- Facebook:* Share in relevant groups you are a member of. i.e. Anyone who's worked with me can join my 'Write Your Way to Success Alumni' group and share their blogs at any time there.
- Facebook:* Share on your personal timeline if appropriate.
- Facebook:* Share in groups you host
- Facebook:* Consider paying for a boost or an advert.
- Instagram:* Post a relevant image, include a summary of the content in the description and use relevant #s (up to 30).
- Tag any willing connections in any updates (i.e.: Facebook & Linked In) – agree with your connections and 'business friends' to mutually tag blogs, where appropriate.

Any ideas of your own to add?

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