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A B2B Social Media Checklist

You just published a piece of content that you're really proud of. You already stuck it up on your website. Now what? Get social:

- _____ **Blog about it**
Use your keywords and metatags
- _____ **Tweet about it**
Again, use keywords; include a link; ask people to check it out
- _____ **Comment about it**
Go to your favourite blogs; don't spam – keep it relevant
- _____ **Bookmark it**
On Stumble, Digg, Delicious and other bookmark services
- _____ **Share it with your networks**
On LinkedIn groups, Facebook, Biznik...
- _____ **Press release about it**
And issue the release on the distribution hubs
- _____ **Morph it**
Into a slide deck for Slideshare; a video for YouTube...
- _____ **Sprinkle it**
On your Squidoo Lens, YouBundle bundle, Scribd channel...

Useful Links

<http://www.scribd.com>
<http://biznik.com>
<http://www.youbundle.com>
<http://www.squidoo.com>
<http://www.slideshare.net>
<http://www.linkedin.com/>
<http://www.pitchengine.com>
<http://delicious.com>
<http://www.stumbleupon.com>
<http://twitter.com>

About Velocity

Velocity is a B2B marketing agency specialising in technology companies.

We help our clients tell great stories and drive those stories into the market, especially (but far from exclusively) via the web and social media.

You can learn more about us by talking to us or by visiting velocitypartners.co.uk.

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