



# How to Map Your Social Media Presence for Business Success

**Dr. Michelle Post, SMS**



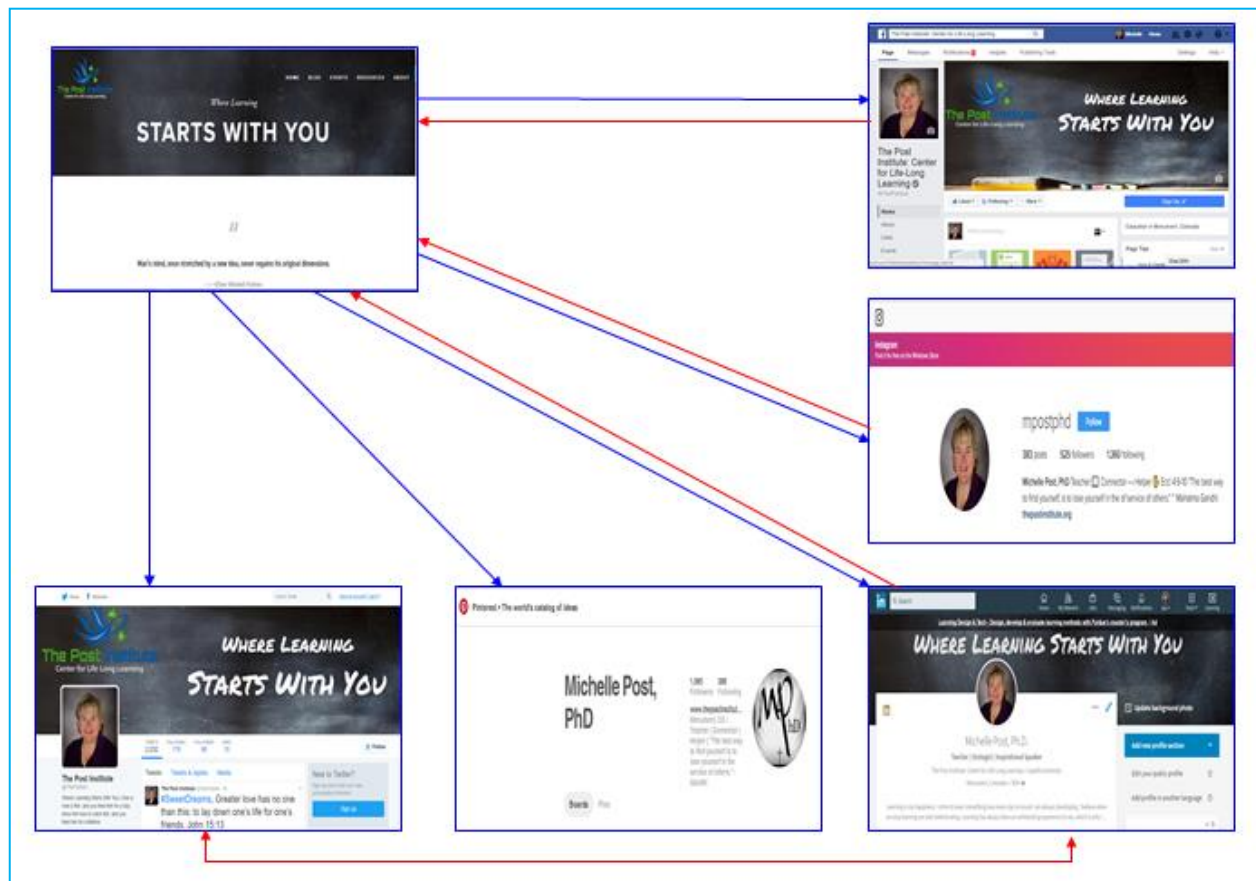
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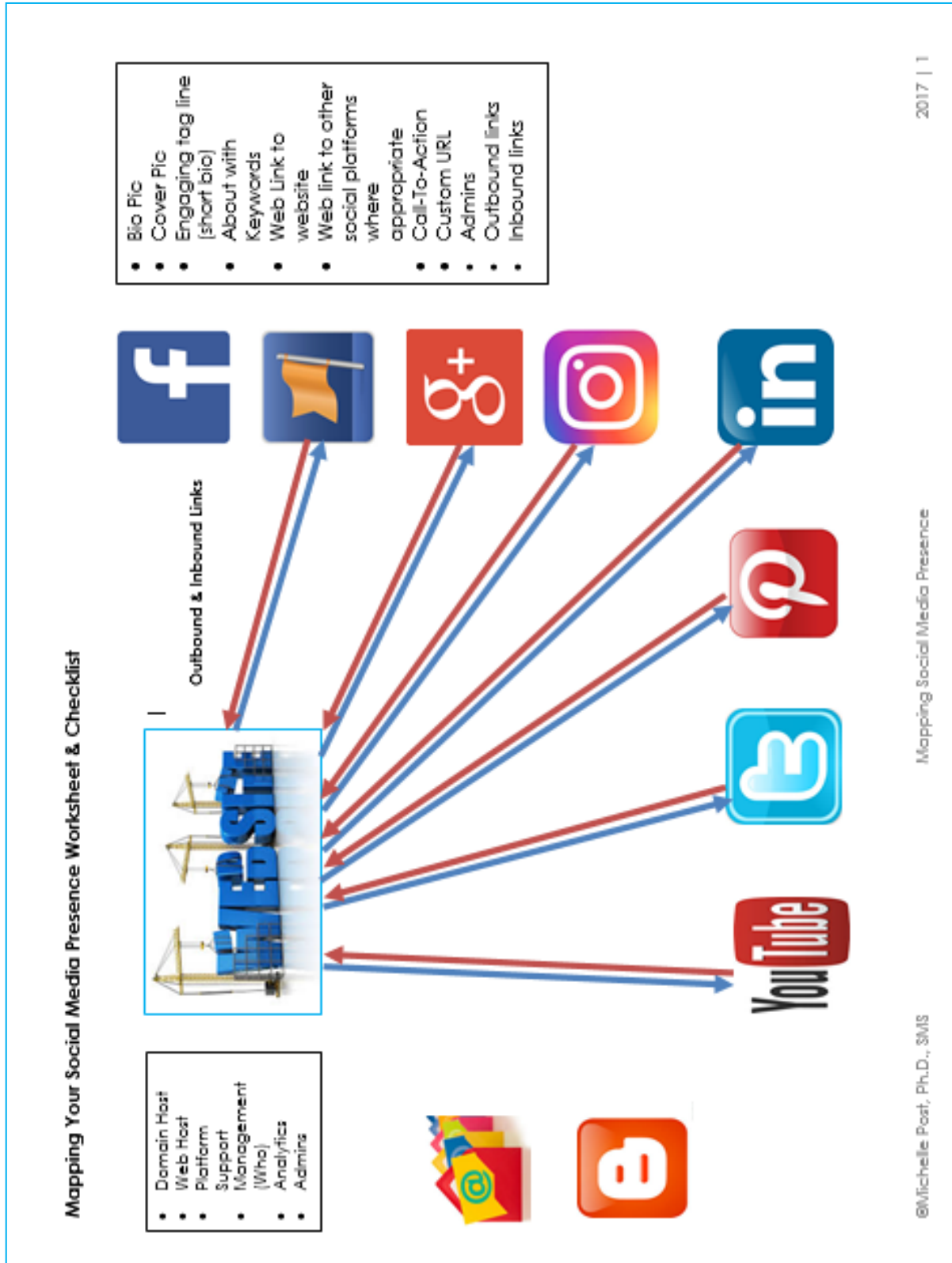
## Why mapping your social media presence is important

- Provides a visual map of current social media presence
- Provides a visual map of what your social media presence looks like
- Provides information that is essential to managing your social media
- Provides a record for family and business partners of your social media presence

## Visual of a Basic Social Media Presence



# Mapping Your Social Media Presence Visual of the Basics



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Mapping Social Media Presence

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# Mapping Your Social Media Presence: The Basics

## *Tools Needed*

- Screen capture tool (e.g., Windows Snipping Tool)
- Worksheet: **DrPost - Mapping Your Social Media Presence Worksheet.pdf**
- **Whois** - <http://www.whois.com/>
- **WhoisHosting** - <http://www.whoishostingthis.com/>
- **BuiltWith** - <https://builtwith.com/>

## *Website*

### **Information to collect for your social media map**

- Domain host (register)
- Web host
- Website platform
- Managing company
- Web analytics tool
- Outbound links
- Inbound links
- Admins

### **Steps to completing your website map**

1. Using your favorite browser, bring up your website
2. Using your favorite screen capture tool, take a screen shot of the page
3. Save the screen shot to your PC and save as "Website Graphic."
4. Open a new tab in your web browser and enter the following website link:  
<http://www.whois.com/>
  - a. In the upper right corner of the screen enter your company's web address, then click on the WHOIS button
  - b. A report will open detailing the information of your website
    - i. Important pieces of information you need to be aware of:
      1. Registrar
      2. Expiration Date
      3. Name Servers
      4. Contact Information
5. Open a new tab in your web browser and enter the following website link:  
<http://www.whoishostingthis.com/>
  - a. In the left box, "**Discover who is hosting any website,**" enter your company's web address, then click the **SEARCH** button

- b. A new window will open with the web hosting information for your company's website
6. Open a new tab in your web browser and enter the following website link: <https://builtwith.com/>
  - a. In the lookup, box enter your company's web address, then click the **Lookup** button
  - b. A new window will open with a detailed report of your website's technical information
7. Does your website link to all of your current social media platforms? --- These are [outbound links](#).
8. What [inbound links](#) come into your website?

## ***Social Media Platforms***

### **Information to collect for each platform for your social media map**

- Bio picture
- Cover graphic
- Engaging tagline (short bio)
- About with keywords
- Outbound link to website in profile
- Outbound link to other social platforms where appropriate
- Call-To-Action
- Custom URL
- Admins
- Outbound Links
- Inbound Links

### **Steps to completing your social network platforms map**

1. Use the worksheet, **DrPost - Mapping Your Social Media Presence Worksheet.pdf**, to capture the above information
2. Log into your first social network platform (e.g., Facebook business page)
3. Using your favorite screen capture tool, take a screenshot of the homepage and save it to your computer (i.e., **Facebook Page.jpg**)
4. Review the page and collect as much of the information from the above list and complete the Social Media Presence Mapping Worksheet
5. Repeat the above steps for each social network platform you use

## About Dr. Post



Dr. Michelle Post is a driven, passionate, and experienced leader, teacher, social media strategist, connector, and inspirational speaker. Her desire to connect and inspire throughout more than three decades of career translates into her ongoing effort to help the development of ideas, people, content, and learning.

Dr. Post is Founder / CEO of The Post Institute: Center for Life-Long Learning. She offers coaching, consulting, teaching, training, and speaking on subjects, as diverse as social media, leadership, generations in the workplace, and technology in education.

Dr. Post has appeared on *Colorado's Best Morning Show* and has presented at the Autonomous Learning World Caucus at Wolfson College, University of Oxford, England. Dr. Post is also a Fellow of the Beta Phi Scholarly Society at Exeter College, University of Oxford, England. Dr. Post is the author of six books and the contributor to four more. For more than 10-years, Dr. Post has written a faith-based, inspirational blog.

**For more social media resources go to:**

<http://www.thepostinstitute.org/social-bytes/>