**Social Selling Checklist**

**Built Specifically for the Security Sales Professional**

In the first 30 days following our training session on Social Selling, complete all the tasks below. For the ongoing tasks, continue performing them throughout the entire 30 days, and then escalate the items that need to be escalated.

* Accounts set up on LinkedIn and Twitter
* LinkedIn Profile Picture
* LinkedIn Background Picture
* LinkedIn Headline
* LinkedIn Summary
* All other LinkedIn information updated
* Twitter Profile Picture
* Twitter Background Picture
* Identify and start using four sources for content
* Begin using Pocket
* Join IPVM (pay for it yourself if necessary)
* Make adding connections a habit
* Begin navigating through LinkedIn, Twitter, and IPVM daily
* Begin liking, sharing and commenting on posts by your network
* Post at least two pieces of content per week (work your way up to two/day)
* Use LinkedIn and Twitter to communicate at least once
* Clean up your personal posts on all networks (all of it)
* Make a clean cut between personal and work social networking