

Why reinvent the wheel? This checklist started with Chris Brogan. I decided to add to the idea by implementing time management and bridging online and offline marketing strategies. I believe that social media shouldn't take all day therefore; 60 minutes per day can be allocated to your online social business strategy.

Minutes	Online Social Business Strategy	Tools	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
	<b>Google</b>								
0:05	Review Google Alerts	Google Alert							
0:15	Review RSS Feeds	Google Reader, Outlook							
	<b>Twitter</b>								
0:16	Retweet 1 tweet	Outlook, Tweetdeck, Mobile							
0:17	Reply to someone	Mobile							
0:18	Add one favorite tweet	Mobile							
0:19	Follow back two people	Socialoomph, Socialtoo							
0:20	Tweet one business related tweet	Google, Mobile, Ping.fm							
0:21	Tweet one personal tweet	Mobile, Ping.fm, Hootsuite							
0:23	Ask one question	Mobile							
	<b>Facebook</b>								
0:25	Wish someone Happy Birthday								
0:30	Accept 5 new friends								
0:32	Respond to one Inbox Message								
0:33	Respond to wall comments and post								
0:34	Post one status update	Ping.fm, Hellotxt, Posterous							
0:35	Share an interesting idea	Ping.fm, Hellotxt, Posterous							
0:36	Comment on one update of a friend								
0:38	Leave a message on a Fan Page	Ping.fm, Posterous							
0:40	Send an update to your Fan Page	Ping.fm, Posterous							

0:41	Send an update to your Group								
0:42	Respond to one event invitation								
0:44	Join a new group up to 50 Groups								
0:45	Invite new contacts to connect	Xobni							
	<b>LinkedIn</b>								
0:46	Accept an invitation								
0:48	Answer a question								
0:49	Update your status	Ping.fm, Hellotxt, Posterous							
0:51	Send an article to 3 groups	Firefox Add On							
0:52	Send an update to your group	Googe Alerts							
0:53	Invite new contacts to connect	Outlook Toolbar							
	<b>Blog</b>								
0:54	Reply to one comment on your blog								
0:55	Comment on a blog you follow								
0:56	Bookmark blogs of interest								
0:57	Comment on a new blog								
	<b>Youtube</b>								
0:58	View a videos to link or use								
0:60	Link to one Video								
<b>60 MIN</b>	<b>TIME</b>								
	<b>Offline Social Business Strategy</b>								
0:05	Write 3 Personal Notes	Send Out Cards							
0:15	Call 2 People	Hands Free							
0:20	Add (5) People to Database/Drip Email	LinkedIn Toolbar, Xobni							
0:25	Mobile Messaging								
0:40	Mail Expired/FSBO	Expresscopy, Expressdocs							
0:60	Call Expired/FSBO								
<b>60 MIN</b>	<b>TIME</b>								

	<b>Face-To-Face Contact</b>								
60 MIN	Visit Expired (Set One Day Per Week)	Doorhangers, Value Item							
60 MIN	Personal Visit (Set One Day Per Week)	Value Item							
60 MIN	B2B Meeting (Set One Day Per Week)	Value Item							
<b>180 MIN</b>	<b>TIME</b>								

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