



## Checklist 14 – Google+ Content Creation

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Before you begin connecting with people on Google+ you need to add some interesting and entertaining content to your profile page as this is where someone will visit to find out more about you and see what kind of posts you are sharing.

If they visit your profile and you have no profile image or banner and very few posts that aren't related to anything they like then why would they be interested in connecting with you?

If your profile has a nice picture of you, a banner and you have a number of posts that interest them and they can see that you provide value, then they are more likely to feel that it's worth connecting and following you.

Start by creating several different posts to add interesting, eye-catching and entertaining content to your profile so that when you start connecting with other people your profile looks good and you look like someone they would like to follow and connect with.

- |  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| 1 Go to <a href="https://plus.google.com">https://plus.google.com</a>    | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Click on profile in the left column                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 To add a new post, click on the pencil icon in the bottom right corner | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Click on the link that says Choose people to share with                |                          |                          |

*Notes*

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- 5 Click see more and then click public and ok

  

*These first few posts are just to add content to your page before connecting with people, later then you can share posts with just those people who you are connected with.*

- 6 Write a text only post

 

*maybe you would like to introduce yourself and let people know why you joined Google+ and what you intend to share with your followers*

- 7 Add an image post

 

*Share a photo of yourself doing something that is related to your niche or create an image post using Canva*

- 8 Share a link

 

*This could be a link to a page on your blog/website or a link from another website where you found some useful content that you'd like to share with your followers or a link from a YouTube video*

- 9 Add a poll

 

*Think of an issue related to your niche or something that your connections may be able to help you with and ask them for their feedback by answering questions in your poll*

- 10 Add a location

 

Notes

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*Let people know where you are and what you're doing especially if it's something they're also interested in or somewhere they may have been too.*

- 11 Disable comments and re-shares

 

*If for some reason you would like to disable comments or re-shares then click the 3 buttons in the top right corner of your post*

- 12 More sharing options

 

*When you have added some content and connected with people on Google+ then you will be able to share your posts with selected groups or people such as;*

*Your circles*

*Your Friends*

*Your Family*

*Your Acquaintances*

*(You can select one or more of these)*

- 13 Hangouts

 

*Hangouts are one of the most popular features of the platform.*

*You can create private video chat hangouts with up to 10 people whereas Hangouts On Air can be seen by the public and they are archived as YouTube videos.*

- 14 Create a Hangout

 

*– Click the small boxes in the top right corner to open your Google Apps.*

- 15 Click the Hangouts icon

 

- 16 Start a video call

Notes

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*Click the video call button and a new window will open up  
You will need to Install the Google Hangouts plugin to get started and allow Google to use your camera and microphone.*

- 17 Click on the cog icon to select which camera and mic you have connected and would like to use

 

- 18 If you would like to share your screen then click on the 3 dots in the top right corner and click share screen in the drop down box

 

- 19 Send an invite for people to join you by adding their email address or copy and share the link to your hangout

 

- 20 Change the settings for your hangouts

 

*This can be done by clicking the 3 dots in the left column and click settings at the bottom*

*Whenever you create a post or Hangout aim to create an attention grabbing, intriguing, controversial, emotional headline. Something that grabs someone's attention within the first few word*

- 21 Add emojis

 

*Sometimes emojis can help your post stand out but be aware that some people love emoji's whilst some people can't stand them. If you're on a computer and want to easily add emojis then go to <https://www.emojicopy.com/>*

Notes