



Checklist 21 - Connect and Engage on Google+

Project Name: _____

Date: _____

- | | Yes | No |
|----------------------------------|--------------------------|--------------------------|
| 1 Start by creating your Circles | <input type="checkbox"/> | <input type="checkbox"/> |

These are where you will categorise/organise your connections

- | | | |
|--------------------------------------|--------------------------|--------------------------|
| 2 Click on People in the left column | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------------------|--------------------------|--------------------------|

You will see you currently have circles named;

Friends

Family

Acquaintances

You can also add new circles by simply clicking new circle and giving it a name

- | | | |
|--|--------------------------|--------------------------|
| 3 Now find people to add to your circles | <input type="checkbox"/> | <input type="checkbox"/> |
|--|--------------------------|--------------------------|

Click on the Home link in the left column

Click on the number next to the +1 and then click on view activity

Now you have a list of active users that all like the same thing, you can now follow

them. You may want to right click on their name and open in a new tab then hit follow

You can also hover over the name of the person who added the post and you will see a box pop up where you can click to follow them

- | | | |
|---|--------------------------|--------------------------|
| 4 Now type a specific keyword, name or phrase into the search box and hit enter | <input type="checkbox"/> | <input type="checkbox"/> |
|---|--------------------------|--------------------------|

You will see that you can view results by;

All

Posts

Communities

Collections

People & Pages

Notes

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If you click on the Posts tab then you can do the same thing as above to connect with active users who like these posts and who are more likely to like yours too

- 5 Click on the communities and you will see how many members they have, these are all people who you can potential share your posts with. Click join community for those you want to join

- 6 Click the collections tab

Before you join you can click on the image and see how many followers they have You can also check the comments on their posts and again find people who have interacted with those posts and connect with them

- 7 Now click on people and pages

You can follow each of these or click on the image again and see how many followers they have as well as following them yourself

To see an example of how communities and collections are laid out go to the search bar and enter Harry Potter and hit return

Click on the first one – Harry Potter Fans (the one with his face displayed)

Now click on the picture of him (not the follow link)

This will open up that page where it currently has over 108,000 followers

Now you can see the communities and collections such as different Actors in the Harry Potter movies

+1's Whenever you find a post that you like then click on the +1 icon, this is the same as clicking like on Facebook

- 8 Create a Community

Click on communities in the left column and click on the Create a Community button

- 9 Name the Community

Notes

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10 Set it to public or private

11 Decide whether people need to first ask to join or not

12 Click more options

13 Decide whether or not other people's posts will show up right away or whether you need to approve them first

14 Find Google+ Influencers and connect with them

Take a look at the profile of those people with a lot of likes and followers and follow them and even better comment on some of their posts, this will help you stand out from everyone else. Most posts have a lot of l+1's but very few comments

15 Structure your own posts

You may want to follow them and create similar posts to them as they are proven to work and generate a lot of interest.

16 Repurpose content

Remember you can take content from elsewhere and maybe reorganise it or edit it and then use it for your own posts. A great free resource you can use for this would be Canva and they provide post templates and stock images.

Notes



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17 Post regularly

The more you post then the more your posts will be seen and the more followers you will gain. Post at different times of the day and night and make a note of when your posts get the most likes and comments.

Notes