



Social Media Launch Kit - VV Digital Hub

1. Platform Setup

- ☐ Create business profiles on key platforms
- ☐ Optimize profile bio with keywords
- ☐ Add consistent branding across platforms
- ☐ Include contact details and website
- ☐ Set up business verification

2. Content Strategy

- ☐ Define target audience personas
- ☐ Create content pillars (education, behind-scenes, promotional)
- ☐ Plan posting frequency for each platform
- ☐ Design template graphics for consistency
- ☐ Write brand voice guidelines

3. Launch Checklist

- ☐ Create 1 month of content in advance
- ☐ Set up scheduling tools
- ☐ Publish launch announcement post
- ☐ Invite existing contacts to follow
- ☐ Cross-promote on website and email

4. Engagement Plan

- ☐ Follow daily engagement routine (15 mins)
- ☐ Respond to comments within 2 hours
- ☐ Share relevant industry content
- ☐ Use location-based hashtags for India