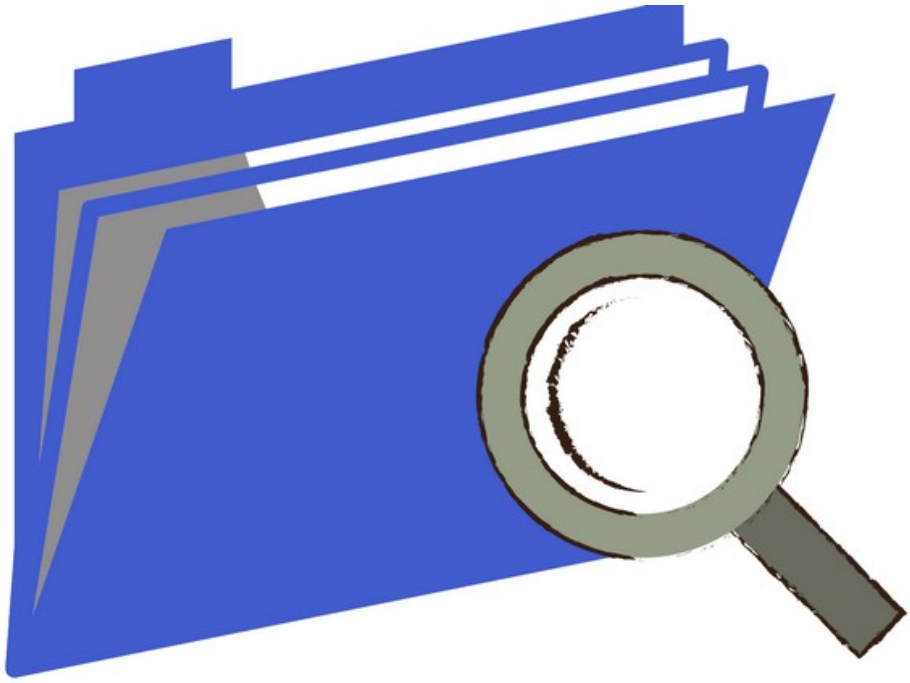
5 Minute Social Media Audit

Easy Updates to Your Social Media Profiles: You only get one chance to make a first impression.



5 fast and easy social media profile updates

- [ ] Optimize Your Bios: #DYK the new LinkedIn mobile app only shows 68 characters of the 120 maximum of your headline so be sure your first 68 are what you want people to know.
- [ ] Customize Default Settings: Open the customize settings on each social network and review one-by-one to make sure that all images, text, and options are being used and optimized.
- [ ] Update Your Profile Photos: Be sure to stick with the same picture as your default photo from one network to the next so that people easily recognize you across all social networks.
- [ ] Add Branded Cover & Background Images: Don't waste valuable real estate - every social network has different dimensions for cover photos; consistent branding helps your message be seen and remembered.
- [ ] What's Your Bio CTA? Links to external sources can give your new connections more insight into your work. It can be an email address, website URL, branded hashtag or other CTA.

Have another 5 minutes?

- [ ] Check Your Links: Do all the links on your Facebook, Twitter, Pinterest and Instagram accounts work? Do they take the reader to the right page on your website?
- [ ] When Was Your Last Post? Don't give potential customers the idea you're out of business... if they see you're not active, they may also assume your business is not active.
- [ ] Check Your Competitor's Posts: You can't compete if you don't know what the competition is doing.
- [ ] Have You Pinned a Post? Facebook and Twitter let you pin a post to the top of your feed and control the first message your visitors see.

- [ ] What's Your Profile Name/Handle? Most social media sites let you show both a user name and a site name: so on Twitter I am both Catherine Russell and @hireCatherine https://twitter.com/hirecatherine.

Schedule a 5 minute annual social media audit to make sure your social media profiles are accurate and deliver the message you want your visitors to see.

Created By Catherine Russell - https://hirecatherine.com