



# Social Media Self-Audit Guide

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## *The Essential Checklist*

Your guide to ensuring your social media profiles are optimized for search.



Welcome to the world of FUN  
social media marketing.



Seriously, it can be fun.

I love to show entrepreneurs how to make better use of social media in less time, while having fun doing it!

It's a shame to see so many people hating social media and considering it a "waste of time" when it's such a valuable marketing opportunity.

I've spent the last ten years helping people just like you learn how to leverage social media to promote their businesses. It doesn't have to be hard work and it doesn't have to suck all of your time.

This guide will help get you back on track by walking you through the most important places in each of the four networks to keep updated. Use this list annually, or quarterly, to ensure your messaging is consistent and nothing has changed or broken.

Stay optimized. Be social!



# Facebook

- Engaging and professional Facebook Cover photo, with description and link to website
- Profile photo is clear and easy to see, fits in circle properly
- Clear and interesting About Description, contains website link
- About section filled with benefits and good keywords
- URL easy to find on page
- Remove unused, unwanted tabs
- Contact info and hours are current
- Podcast added to podcasts tab
- Add link to Instagram page

# Twitter

- Engaging and professional Cover photo
- Profile photo is clear and easy to see
- Clear and interesting bio, uses emojis. Includes some witty personality.
- Bio includes valuable keywords and/or hashtags.
- Link to website is visible.
- Using lists to organize following.
- Following appropriate topics to find content.
- Most posts include photos and/or videos.
- Direct messages are open (personal preference, but good for brands).

# Instagram

- Crisp, clear and relevant profile image.
- Bio explains your business in an interesting way.
- Bio contains emojis, any branded hashtags and any other appropriate IG handle names
- Converted to business profile and/or personal profile is set to public
- Link to website is added
- Properly connected to Facebook Page
- Using strategic and focused hashtags that your ideal client would be following.
- Set up and customized IG Stories Highlights
- Using Reels weekly

# LinkedIn

- Close up, professional style head shot (less than 5 years old)
- Headline explains your business in an interesting way
- Added pronunciation of your name
- Summary is forward-facing, what you're looking for in the future, not your history
- Headline and summary contain valuable keywords
- Contact info is current and publicly viewable
- Featured media uploaded
- Current position links to Company Page
- Have recommendations viewable on your profile
- Skills and endorsements are curated

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## SICK OF STRUGGLING WITH SOCIAL?

Book a one-on-one training or consulting session with me in Digiport, today.

So much business is now being done ONLINE.

Are you ready for an increased dependence on social media in your marketing strategy? Are you keeping up with all the changes to the platforms and the new best practices? How about all the new platforms?

If you're not comfortable with your social media knowledge, or if you need to revisit your social media strategy, brainstorm content ideas, or develop a social media posting system, book your consultation with Anita, today, through Digiport.