



Social Media Audit

FACEBOOK

- ☐ Make sure your profile photo is easy to recognize for your followers (a logo or a headshot).
- ☐ Link to your business page on your personal profile in the Intro section.
- ☐ OUR STORY Section
 - Include links to your website, Instagram, Pinterest, and any other social media you want to be found on. *Double check that these links work. Although it may seem obvious, many biz pages often link to social media incorrectly.*
 - Include keywords that make it easy for people to find you.
 - Think about renaming the section with your title or business category
- ☐ COVER PHOTO
 - This takes up the most real estate on your page so make sure it's relevant and engaging.
 - Put a link for things like your newest opt-in as the caption.
 - Double check that your cover photo looks good on the mobile app—your largest audience will be on mobile and not desktop.
 - Make sure to utilize the call-to-action button (sign up, call now, book now, send message, etc.)
- ☐ Add Shop/Services section so your followers know what you have to offer.
- ☐ Make sure to have a pinned post that is current, engaging, and brand-relevant.

INSTAGRAM

- ☐ Make sure your profile photo is easy to recognize for your followers. Make it consistent across all your social media platforms so people can easily find you.
- ☐ Link your website/linktree/bit.ly in your bio.
- ☐ Use your bio to explain your business and what people can expect from your IG account. You may also want to include any branded hashtags you want followers to use.
- ☐ Apply for your profile to get verified. Go to Settings>>Account>>Request Verification>>Complete the form and submit a photo of your ID or Passport