

Social Media Channel Review Checklist

Use this simple checklist to review and update your social media channels, to keep them fresh and relevant. Follow the process once for each channel, e.g. Facebook Page, Twitter account, Instagram account, LinkedIn personal profile or company page etc.

Update profile picture

Update cover/header photo

Bonus tip: *For Facebook, give your profile and cover photos a written description, for example a call to action to learn more on your website with a link.*

Review and update contact details

Review and update Bio/About section

For LinkedIn personal profiles, review all content sections, can any be updated?

Update main profile URL (*i.e. the website that your profile links to*)

Review and turn notifications on or off

Are there any accounts that you do or don't require email or pop up notifications for? Review and update to either keep you informed, or save you time and distractions.

Review and update any automations/integrations

Do any of your accounts automatically cross post? Or do third party applications have access to them? Remove any that are no longer required, or update as required.

Review and update other accounts that your account follows or likes

Remove any unnecessary ones, add new ones, create lists to follow more effectively.

Additional items for Facebook Pages:

Review and update category/ies

Review and update Services (for Professional Service category business pages)

Review and update custom tabs (add, remove, change the order)

Review and update main profile button (*is it still relevant or can it be updated?*)

Add any Milestones

Unpin or Pin any relevant updates to the top of your feed (for Twitter as well)

Can any Timeline Photos be added or collated as Albums?

For videos; can the Feature video be updated? Can you create/update playlists?

See more tips at www.scoutdigitalmarketing.com.au/social-media/channel-update/