

Social Media Business Checklist

What do you need to do on each social media platform to ensure your organization's digital presence is well represented?

LinkedIn

- Create a personal profile and make sure it is completely up-to-date with your current job and your skills identified
- Upload a current, clear, and professional photo
- Create a custom URL for your profile
- Add and flesh out additional sections: Summary, Projects, Volunteer Experiences, Languages
- Manage your Skills & Endorsements Section, adding those you wish to be recognized for and dropping outdated or insignificant skills ("Microsoft Office")
- Create a business page on LinkedIn
- Add your business logo
- Add an appropriate cover image
- Add a business description, including keywords for your industry
- Make sure your website and phone number are correct
- Reach out and connect with your peers in your industry and in your region
- Post engaging, value-added content relevant to your prospective clients

Facebook

- Create a business page
- Add an optimized, high-resolution logo as your business page profile image
- Create a primary image for your Facebook page (use the same image from LinkedIn to create brand consistency)
- Add a business description, including keywords for your industry
- Make sure your website and phone number are correct
- If you are a local business, make sure your business address is up-to-date

Instagram

- Create an account, including a recognizable and searchable username
- Add your logo
- Include your website link in the very brief bio
- Include appropriate hashtags for your business in the brief bio

Twitter

- Create a Twitter account
- Add your logo as your primary image
- Add a cover image for your Twitter page (use the same image from LinkedIn and Facebook to create brand consistency)
- Add a business description, include keywords for your industry
- Add your website link to your bio
- Add your phone number to your bio
- Include important hashtags in your bio
- Identify your industry niche hashtag or your regional niche hashtag (or both!) and search for like-minded Twitter people to follow

Google Business

- Create or claim your business listing on Google.
- Add your logo
- Add additional photos that are appropriate to your business or brand
- Ensure your address and phone number are correct