



Social Media Clean-Up Checklist

Social media plays a huge role in online brand building. In order for this strategy to be effective, it's important to keep your profiles up to date. Here's is a checklist of things you can do to get the most out of each of your profiles.

- Active Links – Check to make sure all of your profile links are still active and accurate.
- Check to ensure that all of your social media links are consistent with your website. For example: www.abc.com, www.twitter.com/abc, www.facebook.com/abc
- Does your profile description tell prospects who you are and what you do? If not it's time to make a change.
- Current contact information
- Current profile picture
- Unfriend or disconnect with followers/connections that have inactive profiles
- Ensure that your branding reflects that of your website
- Delete spam
- Update any passwords that might have been given to people or companies that you are no longer partnered with
- Create or fine-tune social media marketing strategy
- Clean up app permissions

Facebook Specific Recommendations

- Update or add a cover page image
- Update your avatar
- Delete spam
- Take advantage of buttons and apps
- Update your about section
- Check to ensure that you haven't been tagged to any spam or inappropriate messages

Twitter Specific Recommendations

- Delete spam
- Refresh your lists
- Un-follow people or companies with inactive profiles
- Update or add a header image
- Update your profile avatar
- Update your background



Google Plus Specific Recommendations

- Update or add cover image
- Set up Google authorship
- Check to see who has added you to their circle and reciprocate, this is a great way to build stronger relations via Google+

LinkedIn Specific Recommendations

- Update your profile avatar
- Update or add a company page

Tumblr Specific Recommendations

- Ensure that branding is consistent with website
- Add or update profile description
- Add or update profile avatar
- Review followers