**Social Media Tune-Up Checklist**

Karl W. Palachuk

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Any time is a good time to review your social media presence and make sure it’s working hard for you.

It’s very important that you consider two factors before you spend time tuning up your social media:

**1. (For each service) What role will this social media service play in our marketing for the next twelve months?**

**2. (For each service) How frequently do we plan to post on this service? Who is responsible for this?**

Use this list as a starting point. If you have specific things you do with social media, make sure appropriate updates are added to the list.

**Facebook – Personal Profile**

* Cover Photo
  + Is it good? Do you need to update it for the new year?
* Profile Picture
  + Is it good? Do you need to update it for the new year?
* Profile Overall
  + Verify that it’s up to date and reflects your current branding
* Going Forward . . .
  + What “voice” do you want to project on Facebook?
  + How will you achieve this with your personal profile?

**Facebook – Business Pages and Groups (for each)**

* Cover Photo
  + Is it good? Do you need to update it for the new year?
* Page “Profile” Picture
  + Is it good? Do you need to update it for the new year?
* Page Information Overall
  + Verify that it’s up to date and reflects your current branding
* Going Forward . . .
  + What “voice” do you want to project on this Facebook page/group?
* Advertising the Page/Group
  + How will you drive traffic to this group/n this Facebook page/group?
  + What and how will you advertise TO this page/group?

**LinkedIn**

* Background Graphic
  + Is it good? Do you need to update it for the new year?
* Page “Profile” Picture
  + Is it good? Do you need to update it for the new year?
* Profile Information Overall
  + Verify that it’s up to date and reflects your current branding
* Going Forward . . .
  + What “voice” do you want to project on this LinkedIn group?
* LinkedIn Group
  + Consider starting a group focused on your prospects and clients
  + Whether starting a new group or tuning up an old one, determine how you will use that group to make more sales
  + What and how will you advertise TO this group?

**YouTube Channel**

* Background Graphic
  + Is it good? Do you need to update it for the new year?
* “Profile” Picture
  + Is it good? Do you need to update it for the new year?
* Channel Information Overall
  + Verify that it’s up to date and reflects your current branding
* Going Forward . . .
  + What “voice” do you want to project on your YouTube channel?
* Review Playlists
  + Do you have Playlists that have become old, irrelevant, or neglected?
  + Do you need to create one or more new playlists with specific goals?
* Review or Create Welcome Videos
  + If you have welcome videos, make sure they are up to date and relevant
  + If you do not have welcome videos, make them!

**Twitter**

* Background Graphic
  + Is it good? Do you need to update it for the new year?
* “Profile” Picture
  + Is it good? Do you need to update it for the new year?
* Channel Information Overall
  + Verify that it’s up to date and reflects your current branding
* Going Forward . . .
  + What “voice” do you want to project on your YouTube channel?

**Pinterest**

* Background Setting
  + Is it representative of the “branding” you want?
  + Set to recent activity vs. latest pins
* Profile Picture
  + Is it good? Do you need to update it for the new year?
* Review Boards
  + Do you have too many boards?
  + Do you have unused/neglected boards?
* Overall . . .
  + Does your Pinterest serve your brand? If not, how can you tune it up?

**Google+ / Google Profile**

Unfortunately, Google will create a “plus” account for every email you have ever used with any Google-own property. This includes YouTube, Feedburner, Blogger, Gmail, reCaptcha, Smarty Pins, Android, Chrome, Waze, Nexus, and many more.

So the first job is to pick one Google+ account and pay attention to that.

. . . although you might also just make sure none of the others has been taken over by hackers.

* Profile Picture
  + This one is particularly important since it will appear on many Google properties
  + Verify that your profile background is new and appropriate
* Community Memberships
  + Make sure you only belong to communities you want to.
  + Accept pending invitations to communities if relevant
* Follow and unfollow people
  + As long as you’re on the page, go ahead and tune up your following
* Settings Tab
  + Again, as long as you’re there, verify that settings are correct for privacy, connections to sites, and so forth

**Instagram**

* Profile Picture
  + Is it good? Do you need to update it for the new year?
* Update bio, email, etc.

**Your Personal or Company Blog**

Yes – Your personal or business blog is part of your social media. This is especially true if you’re using tools to cross-post and promote to and from your blog.

* Background Graphic / Template
  + Do you have a good, modern template? In addition to having the right graphics, it needs to look good on a phone and tablet.
  + Layout settings
  + Template or Theme
* Profile Picture
  + If it’s not controlled on the blog itself, it might be at gravatar.com or another avatar system.
* Is your blog up to date and does it look “live” to visitors?

**Hootsuite or Other Social Media Aggregator**

* Have you connected all the social media accounts you want?
  + After going through the lists above, are there social media accounts you want to add to this list?
* Is the right amount of activity scheduled to post for the next several weeks?

**. . . And While You’re At It . . .**

* Connect all relevant accounts
  + Whenever you’re editing a profile on any social media, go ahead and connect it to other social media so you can easily crow-post as needed.
* Collect stats on all accounts
  + For many social media, this is easier on the computer than on the phone
  + Followers / Following / Total Posts / Posts within a time span / etc.
* Add or remove folks you’re following
  + As long as you’re logged in, you might as well increase following/followers. Remember, some people only follow you if you follow them.