

Checklist for Optimizing Social Media Profiles

Ensure usernames and URLs are consistent across platforms to make it easy to remember on different social media platforms.

Review each profile to ensure that branding elements such as logos, colors, fonts, and key messaging are consistent with the overall brand identity.

Check image sizes and make sure they are optimal for each platform. It is good practice to change out cover photos monthly.

Resource - [Social Media Image Size Cheat Sheet](https://www.socialpilot.co/blog/social-media-image-sizes)

Ensure bios are clear and concise descriptions of your business, including keywords relevant to your industry. Relevant keywords in your social profile assist with SEO (Search Engine Optimization.)

Resource - [Google Keyword Planner](https://ads.google.com/home/tools/keyword-planner/)

Use hashtags in captions to enhance visibility. Hashtags function like SEO on social media platforms, especially Twitter and Instagram.

Write hashtags in camel case, capitalizing each word to make it easier to read and more accessible to individuals with vision impairments (#DinnerRecipes).

Check call-to-action buttons like "Contact Us” to ensure they function correctly and lead to the appropriate pages.

Review pinned posts and look for outdated information. If you are not currently utilizing pinned posts, you should consider doing so. Pinned posts can be a valuable tool for highlighting important content and keeping it visible at the top of your profile.

If eligible, apply for a verification badge to add credibility to your profile. For most platforms, you will find this option under “Settings” and “Account.”

Ensure your content is accessible to all users, including those with disabilities. This includes writing alt text, image descriptions, and captions.

Use Geotags on platforms when available. Geotags on social media are tags that indicate the geographical location of photos, videos, or posts. On Facebook use the check-in feature, on Instagram use the location feature, enable precise location on tweets, and try location filters if you are using Snapchat.

Contact [Inbloom Consulting](https://www.inbloomconsulting.com/) for a Digital and Social Media Audit including profile optimization strategies.