

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[ ]  Review pinned posts and look for outdated information.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.

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