

5 Minute Social Media Audit

Easy Updates to Your Social Media Profiles: You only get one chance to make a first impression.

5 fast and easy social media profile updates

- Optimize Your Bios: #DYK the new LinkedIn mobile app only shows 68 characters of the 120 maximum of your headline so be sure your first 68 are what you want people to know.
 - Customize Default Settings: Open the customize settings on each social network and review one-by-one to make sure that all images, text, and options are being used and optimized.
 - Update Your Profile Photos: Be sure to stick with the same picture as your default photo from one network to the next so that people easily recognize you across all social networks.
 - Add Branded Cover & Background Images: Don't waste valuable real estate - every social network has different dimensions for cover photos; consistent branding helps your message be seen and remembered.
 - What's Your Bio CTA? Links to external sources can give your new connections more insight into your work. It can be an email address, website URL, branded hashtag or other CTA.
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Have another 5 minutes?

- Check Your Links: Do all the links on your Facebook, Twitter, Pinterest and Instagram accounts work? Do they take the reader to the right page on your website?
 - When Was Your Last Post? Don't give potential customers the idea you're out of business... if they see you're not active, they may also assume your business is not active.
 - Check Your Competitor's Posts: You can't compete if you don't know what the competition is doing.
 - Have You Pinned a Post? Facebook and Twitter let you pin a post to the top of your feed and control the first message your visitors see.
 - What's Your Profile Name/Handle? Most social media sites let you show both a user name and a site name: so on Twitter I am both Catherine Russell and @hireCatherine <https://twitter.com/hirecatherine>.
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Schedule a 5 minute annual social media audit to make sure your social media profiles are accurate and deliver the message you want your visitors to see.
