

7-Step Social Media Deep Cleaning

My 5-minute social media audit is a good annual spot-check to make sure all your social sites are in good shape. Zoho has tips for a social media deep cleaning to be sure all your social media channels are on brand and working for you - not against you!

- 1 Complete My 5 Minute Social Media Audit --> <https://www.checkli.com/checklists/catherinerussell/5-minute-social-media-audit>
 - 2 Secure Your Accounts: Change passwords for social pages/profiles every few months; use two-factor authentication to secure the channel; review the admin panel for member roles and access settings.
 - 3 Perform CPR On Old Content: Look for things that are old and outdated. Delete inaccurate or off-brand posts.
 - 4 Weed Out Fakes, Spammers and Bots: Remove followers who are abusive or look dubious. Tools like ManageFlitter or Follow Cop can help you identify and remove suspicious followers.
 - 5 Revive Missed Connections: Look for feedback you missed responding to. Reply to old conversations with updated information.
 - 6 Review Overall Content Strategy: Are you cross-posting to optimize each channel? Is brand messaging consistent on all channels?
 - 7 Kill Failing Networks: Focus your energy on the channels that work.
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