

SOCIAL MEDIA CHECKLIST

Optimising your social media is a key part of a digital marketing plan. This checklist will uncover the gaps in your social media strategy.

Are you groaning and rolling your eyes at the very suggestion of performing an Instagram audit? We can't blame you—it hardly sounds like a fun way to spend your time.

However, if you're eager to discover what's working (and what isn't!) on your brand's Instagram account, it's a necessary step to take. Conducting your own Instagram audit will empower you with all sorts of information you can leverage to take your Instagram account up a notch (or, honestly, several notches).

Answer the questions as YES or NO based off of your business or personal social media accounts. After you've answered the questions, evaluate how you can improve in some areas to fully optimize social media for your business.

LET YOUR WORDS DO THE TALKING - INSTAGRAM BIO

Although Instagram bios are short, it's important that you pay attention to what you're saying there to ensure it's an adequate reflection of your brand. Your bio should address who your brand is, as well as what it does.

A simple way to make sure you touch on those points? Imagine yourself shaking someone's hand at a networking event and introducing your brand. What would you say?

That simple exercise will help you to ensure that you hit on the most important pieces. And don't forget you also get a clickable link in your bio. Most people use it to drive traffic to their website's homepage—but this is limiting and leads to missed opportunities.

A PICTURE SPEAKS A THOUSAND WORDS

Most business owners on Instagram don't think about updating their Instagram profile, but doing so can be a great way to keep the profile fresh and relevant. Adding logo variations or designs specific to a marketing campaign can encourage followers to check out your profile more frequently than they might otherwise.

WHEN APPEARANCE COUNTS

If appearance isn't something you've been too concerned about up to this point, an Instagram audit is a good time to ensure that you're giving the visual element the attention it deserves.

You should curate a profile that makes a statement. The most attention-grabbing Instagram accounts have a cohesive aesthetic that complements the brand's overall vibe. The images you post should have similar colors, subjects, or feelings to them in order to maintain a consistent look.

YOUR THE VOICE, TRY UNDERSTAND IT....

It's important to turn a closer eye to the language you've been using to ensure that it fits the overall voice and personality of your brand. Scroll through some of the captions on your recent photos. Do those captions fit with your brand's voice?

KNOW YOUR NUMBERS

The only way to know if your Instagram strategy is working is if you have the analytics to prove it. While an Instagram Business account does offer some basic information about performance, third-party analytics platforms provide a wealth of information that is otherwise inaccessible.

QUALITY OVER QUANTITY

You may think that having a large number of followers is important to create a fully optimised Instagram profile. After all, the more followers a brand has the more credible it often appears. But a quick look at Instagram profiles owned by some of the largest companies in the world shows that follower quality is more important than quantity.

Focus on developing a strategy that engages the target audience rather than boosting the numbers of followers just to project an air of credibility.

INSTAGRAM

YES NO

- | | | |
|---|-----------------------|-----------------------|
| Is your handle and name a representation of your business/product? | <input type="radio"/> | <input type="radio"/> |
| Is your profile photo of your logo or product? | <input type="radio"/> | <input type="radio"/> |
| Does your bio introduce your brand & have a clickable link? | <input type="radio"/> | <input type="radio"/> |
| Is your content branded? | <input type="radio"/> | <input type="radio"/> |
| Is your feed consistent/attractive to the eye? | <input type="radio"/> | <input type="radio"/> |
| Are you using the right hashtags for your posts/food industry? | <input type="radio"/> | <input type="radio"/> |
| Is there a call-to-action in your captions? | <input type="radio"/> | <input type="radio"/> |
| Are you following accounts that are relevant and aligned? | <input type="radio"/> | <input type="radio"/> |
| Are you responding to comments in a timely manner? | <input type="radio"/> | <input type="radio"/> |
| Do you dedicate time to engage with your followers? | <input type="radio"/> | <input type="radio"/> |
| Do you engage with food industry hashtags and your target audience? | <input type="radio"/> | <input type="radio"/> |
| Are you being spammy with likes, comments, and follows? | <input type="radio"/> | <input type="radio"/> |
| Are you building a community with your followers? | <input type="radio"/> | <input type="radio"/> |

FACEBOOK

YES

NO

Is your bio and business information completely filled out?

Is your "about" section complete with visuals, mission, values & contacts

Is your profile photo of your logo or food product?

Does your cover image include a call-to-action?

If you have milestones & awards is this section filled in?

Are you making use of your CTA button?

Are your business operating hours or online shop link accurate?

Are you taking advantage of the featured image section?

Have you created an announcement for the top of your page?

Is your branding consistent with all your other platforms?

Are you posting regularly, and at a time when your audience is online?

Do you have a content strategy?

Are you posting interesting content?

Are you replying to comments in a timely manner?

Do you have a strategy around managing reviews?

Have you set your autoresponder messenger?

Are your page tabs organised?

Are you following, liking, commenting on other people's content?

Are you building a community with your followers?