

Social media channel review

Use these checklists to review and update your social media channels, keeping them fresh and relevant.

For more useful information, visit: scoutdigitaltraining.com.au

General social media review and update checklist: all channels

The following general tasks can be done across all social media channels. See the following pages for specific checklists for Facebook Pages, Instagram, Twitter and LinkedIn profile and/or company pages.

- Review and update profile picture
- Review and update cover/header photo
- Review and update contact details
- Review and update Bio/About section
- Review and update main profile URL (i.e. the website that your profile links to)
- Review and turn notifications on or off

Are there any accounts that you do or don't require email or pop up notifications for? Review and update to either keep you informed, or save you time and distractions.

- Review and update any automations/integrations

Do any of your accounts automatically cross post? Or do third-party applications have access to them? Remove any that are no longer required, or update as required.

- Review and update other accounts that your account follows or likes

Remove any unnecessary ones, find and add new ones.

See the following pages for specific review and update checklists for:

- Facebook Pages
- Instagram accounts
- Twitter accounts
- LinkedIn company pages
- LinkedIn personal profiles

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Facebook Page review and update checklist

Facebook has SO many options, which makes it the most complex of the social channels to review and update. Give yourself at least one hour for a thorough review.

- Review and update profile picture, make sure it is legible in a circle, and at small size

Bonus tip: you can include call-to-action text or a link in the image description.

- Review and update cover photo/s or video

Did you know you can include more than one photo? Or a video!? Bonus tip: you can include call-to-action text or a link in the image description.

- Review and update About section and Page info, including category/ies, contact details, opening hours, add link to your Privacy Policy etc

- Are there any Awards you can add in your About section?

- Review and update – or add – Our Story

- Review and update main page button (is it still relevant or can it be updated?)

- Review and update Services (for Professional Service category business pages)

- Review and update your Page Template and Tabs

Check that any custom tabs still work, add, remove, change the order.

- Review your Page Roles

Is there anyone who should be removed from being able to manage the Page? Or changes to role types?

- Review and turn notifications on or off

Are there any accounts that you do or don't require email or pop up notifications for? Review and update to either keep you informed, or save you time and distractions.

- Review and update any automations/integrations

Do any of your accounts automatically cross post? Or do third-party applications have access to them? Remove any that are no longer required, or update as required.

- Review and update the Pages that your Page likes

Remove any unnecessary ones, add new ones, create lists to follow more effectively.

- Add any Milestones

- Unpin or Pin any relevant updates to the top of your feed

- Review your Timeline photos; can any be added to, or collated in albums?

- Review your videos; can the Feature video be updated? Can you create or update any playlists?

Like the Scout Digital Marketing and Training Facebook Page here: <https://www.facebook.com/ScoutSocial/>

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Instagram account review and update checklist

Instagram use is growing at a rapid rate, and with that comes new features and options. Ensure your account is up to date with what's available.

- Review and update profile picture, make sure it is legible in a circle, and at small size
- Review your website link; consider using a tool like linktr.ee which allows you to link to multiple links
- Review and update your Bio
- Review your private contact information

We strongly recommend including both an email address and phone number to assist with account recovery.

- Perhaps change your password while you're here?
- If you aren't already using a Business Profile, consider changing

Instagram Business Profiles: <https://scoutdigitaltraining.com.au/social-media/instagram-business-profiles/>

- Review your Business information
- This relates to your connected Facebook Page, so if that's up to date, you should be sweet!
- Under "Contact options" for "Business information", review the available options for adding an "Action button" that may relate to another online tool you use, such as EventBrite .
- For large organisations and public figures, consider submitting a request for verification*
- If you answer a lot of similar questions, consider setting up some Quick Replies*
- Review your Privacy and Security settings*
- Review your notifications

Can you adjust how and what you receive notifications for to make best use of your time and attention?

- Look back over your feed; are there any posts you would like to archive?

This removes the post from your feed without deleting it from your account.

- Review your stories Highlights; can you add/remove any stories? Or update the Cover?
- If you haven't created any Highlights yet, review your stories archive and consider what Highlight topics might work for your account
- Review who you are following; anyone to unfollow or new people to follow?

*You will find these under the Settings cog menu.

Follow @ScoutSocial on Instagram here: <https://www.instagram.com/scoutsocial/>

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Twitter account review and update checklist

While Twitter might seem the simplest of the social channels, there's still a lot you can do with it, so make sure it's up to date!

- Review and update profile picture, make sure it is legible in a circle, and at small size
- Review and update cover photo/s or video
- Review and update your Bio
- Review and update your location
- Review and update your website URL
- Select a colour theme (if you haven't already)
- Review your settings and privacy options
- Perhaps change your password while you're here?
- Review your notifications
- Can you adjust how and what you receive notifications for to make best use of your time and attention?
- Review what apps and devices have access to your Twitter account; revoke access to any that are no longer required, or unknown
- Update your pinned tweet
- Review who you are following; anyone to unfollow or new people to follow?

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LinkedIn company page review and update checklist

If you haven't edited your LinkedIn company page in a while, you'll find a few new features...

- Review and update profile picture, make sure it is legible at small size
- Review and update cover image
- NEW: Add a tagline
- Review your custom button (usually your website link, but perhaps link to a specific page or area?)
- Review and update your description
- Review details such as Industry, Company size, Company type, Year founded
- Review and update your Specialties (up to 20); any to remove? New ones to add?
- Review your locations
- NEW: Add up to 3 hashtags to associate with your page

Your page will be able to like, comment and reshare posts on these hashtag feeds.

- Review your featured groups; do you also manage any LinkedIn groups that are related to your company page?
- Consider adding information in another language, if relevant to your organisation
- Once you've updated, use the option to "View as member" which will let you see how general LinkedIn users see your company page
- Check who has Admin access to your page; anyone to remove or add?

Follow Scout Digital Training on LinkedIn here: <https://www.linkedin.com/company/scout-digital-training/>

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LinkedIn personal profile review and update checklist

Changing jobs or looking for a new one isn't the only reason to update your LinkedIn profile. Ensure it's a consistently professional representation of your skills and experience.

- Review and update your profile photo
- Make sure it's a current, professional, high quality representation of yourself.
- Review and update your background photo

This is another opportunity to "brand" your profile, keep it relevant to your professional area, and high quality.

- Review and update your headline

This doesn't HAVE to be your role title. You've got some space, so it's good to use this area to describe yourself and your skills.

- Review and update all aspects of your intro, including Locations, Industry and Contact info
- Review and update your Summary description

This should be an overall description of your skills and experience, and is also an opportunity to add a call to action if relevant.

- Review and update your Media
- Any documents, photos, sites, videos or presentations to add or remove?
- Review your Experience section; are all of your current and previous roles up to date?
- Review your Skills & Endorsements

It's better to have some specific to your area of expertise that are well endorsed rather than many varied skills with little or no endorsements. Remove those that are less relevant, add any new relevant ones, and seek endorsement for them from trusted peers.

- Review your Recommendations; can you ask anyone for new ones? Or give any to others?
- Review your Accomplishments; any new Certifications or Courses to add?
- Review your Interests; any to remove or add?
- Review all of the profile sections available; are there any other relevant ones you can add?
- If you haven't created a public profile URL yet, do! This personalises the URL for your profile from the default one
- Once you've updated your profile, review and edit your profile's public visibility; this gives you control over who can see what about you