

Not getting the results you want from Social Media?

Use these Checklists for an easy Audit.
by Sofia Pacifico Reis

<http://increaseyoursocialreach.com/>



Table of Contents

1. Disclaimer
2. Introduction (why you need to Audit your Social Media!!)
3. Facebook Checklist
4. GooglePlus Checklist
5. Pinterest Checklist
6. Twitter Checklist
7. LinkedIn Checklist
8. YouTube Checklist
9. Contact Details

This document has been created by Sofia Pacifico Reis of <http://www.increaseyoursocialreach.com>

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It is the responsibility of the reader to know and adhere to any local (city, state, county, etc.) laws regarding the conducting of business.

Intro...Why?

You don't need to be on all social media platforms to run your business but it is crucial that you embrace social media in your business goals and identify who, how, when and what you are going to share with, connect and achieve with social media.

“Start Small...and build your connections”

Once you've identified your “Ideal Customer” and where they are hanging out, the next step you need to take is find them through social media and connect with them in a valuable way.

Why you need to Audit your Social Media Platforms?

- Find out where you are now and where you want to be.
- What needs to be done, improved or has been missed.
- Check that all Social Profiles are accurate and up to date. Are they well branded?
- Where is your brand currently leveraging Social?
- Is your brand consistent in all platforms?
- Check if integration between platforms is achieved.
- Are you integrating your social profiles with your business website/blog?
- Should I get help on specific social media elements?

Facebook Checklist



Task	Yes/ No	Notes
Do you have an engaging and professional Facebook Cover photo? Does it reflect your business? Size 851 x 315 pixels		
Do you have a tagline or any demonstrated benefits on your cover photo?		
Does your cover photo have a description with it (when you click on it) with a link to your website?		
Do you have an interesting Profile photo that is clear and easy to see? Size 180 x 180 pixels		
Is your Facebook About Short Description (the one that appears on your Facebook Timeline) clear and interesting? Does it have your website URL?		TIP: Add website address http://www.yourdomain.com
Is your ABOUT section filled with the benefits of your business and good keywords?		

Facebook Checklist



Task	Yes/ No	Notes
Do you have Facebook apps installed? How many? (add to Notes)		
Do you have a Facebook App installed that will collect e-mails of potential clients?		
If you have Facebook Apps installed do you have a custom App cover to go along with the branding of your Page?		
What is the current Facebook engagement of your Page? (People talking about this divided by Total Fans? Is it over 2%?		
Is your website easy to find on your Facebook Page? Either in your short description or showing in your About page several times?		
Are you posting at least once a day during the week?		

Facebook Checklist

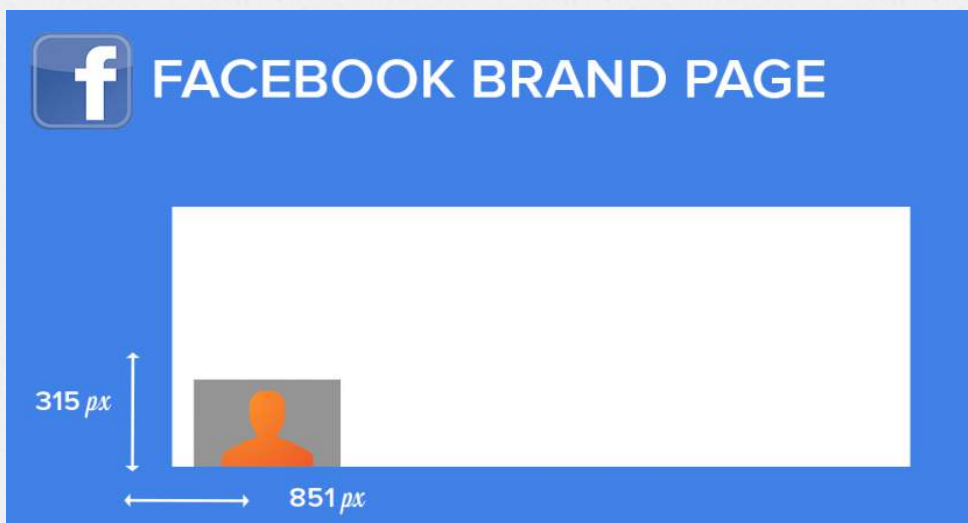


Task	Yes/ No	Notes
Are people liking or commenting on your posts?		
Are you asking questions in your posts to try and get engagement?		
Are you varying your posts between Text, Photos and Links?		
Do you have unanswered posts or spam on your timeline?		TIP [Delete all spam regularly]
Are you sharing tips? Are your posts benefiting your Ideal audience?		
Are you also sending traffic to your website several times a week?		
Are you using your personal profile to post about your business?		
Do you have your personal profile linked properly to your Facebook Page in your work section?		

Facebook Checklist



Task	Yes/ No	Notes
Does your Page have a custom URL?		
Are you regularly spending money on Facebook Ads? At least once a month?		
Do you have a link to your Facebook Page located on your website?		



Google+ Checklist



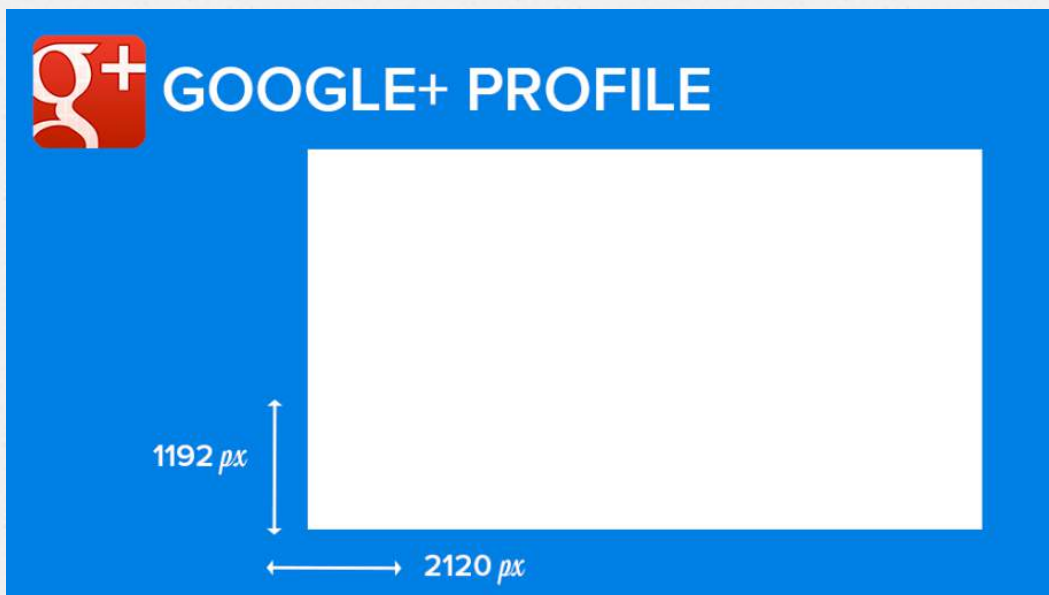
Task	Yes/ No	Notes
Do you have an engaging and professional Google+ Cover photo? Does it reflect your business? Size 2120 x 1192 pixels		
Do you have a complete About section with plenty of keywords and your website listed?		TIP [Add website address http://www.yourdomain.com]
Do you have people in circles?		
Do you have an interesting Profile photo that is clear and easy to see? Size 250 x 250 pixels		TIP [Only ONE profile]
Are you posting regularly? At least once per day.		
Are you tagging others in your posts? At least once per week.		
Are you using hashtags in your posts? At least once per week.		

Google+ Checklist



Task	Yes/ No	Notes
Do you have a Company Page? (not needed but a good idea if you are branding your company)		
Do you have your sites listed where you guest post under "Contributor to".		
Do you have your YouTube channel connected to your profile or company page?		
Have you joined Google+ Communities and contributed there?		
Have you claimed your custom Google+ URL?		
Do you have a link to your Google+ page on your website?		

Google+ Checklist



Pinterest Checklist



Task	Yes/ No	Notes
Do you have a Pinterest Business Account?		
Is your Profile photo sized properly and professional? Size 165 x 165 pixels		
Do you have a complete Profile section with your website?		
Have you linked your other social accounts to Pinterest?		
Do you have at least 5 boards up? Relevant to your business?		
Does each board have your keywords in the titles?		
Are your boards well organised and cohesive?		
Does each board have at least 5 pins?		

Pinterest Checklist



Task	Yes/ No	Notes
Are you including keywords and hashtags in the descriptions of each pin?		
Do your product pins include the price in the description?		
Are you regularly pinning content?		
Are you following others?		
Do you check if the Pins come from a trustworthy site? Or URL?		

Twitter Checklist



Task	Yes/ No	Notes
Do you have an engaging and professional Twitter Cover photo? Does it reflect your business? Size 81 x 81 pixels		
Do you have an engaging and professional Twitter background?		
If you have a header photo, is your Twitter bio still readable? Size 1252 x 626 pixels (This is the previous dimensions) If you are part of the new Twitter redesign the dimensions of your image are: 1500 x 500 px		
Do you have an interesting Twitter bio? 160 Characters		
Do you have your website listed in your Twitter Bio? Is it linked to your Products/Services Page on your website?		

Twitter Checklist

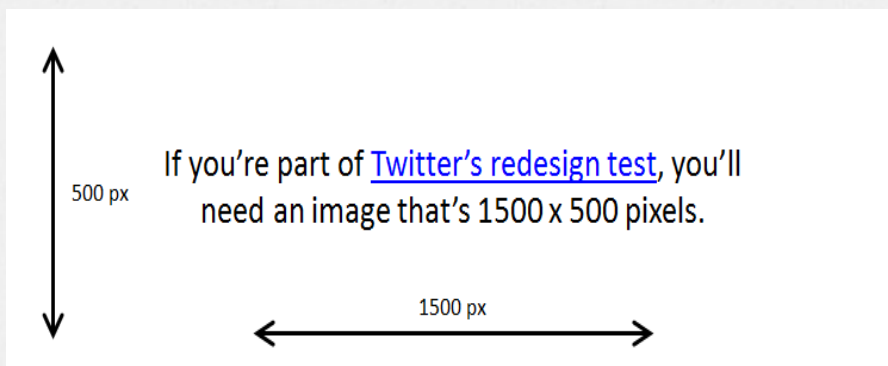
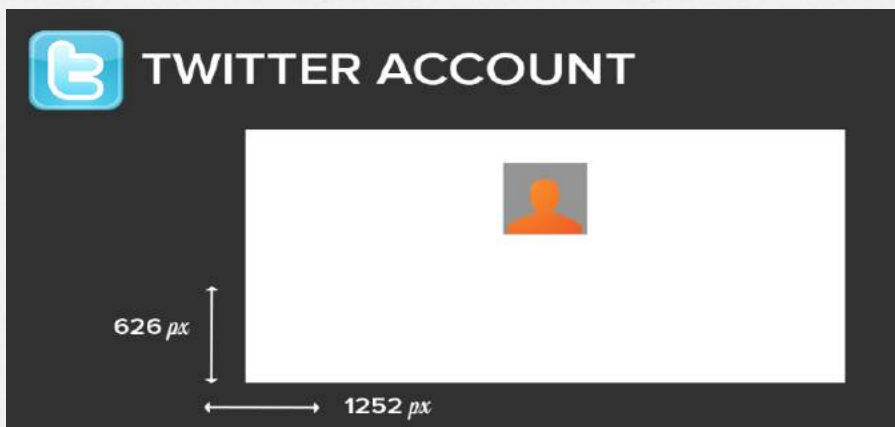


Task	Yes/ No	Notes
Are you tweeting regularly during the day? (optimal is a 5 times per day on average)		
Do your tweets link to helpful content? (At least one link per day)		
Are you talking to others? (At least one tweet per day that mentions someone else)		
Are you using #hashtags regularly? (At least once a week)		
Are you retweeting others? (At least a few times a week)		
Are you regularly following new people each week?		
Do you have a link to your Twitter profile prominently located on your website?		

Twitter Checklist



Task	Yes/ No	Notes
Do you have Twitter Lists created?		
What is your percentage of Followers / Following? Add to Notes.		



LinkedIn Checklist



Task	Yes/ No	Notes
Do you have an engaging and professional LinkedIn cover photo? Size 200 x 200 pixels and 500x 500 pixels		
Do you have an appealing professional headline?		
Do you have your location and Industry listed?		
Have you claimed your custom LinkedIn URL so people can find you easily? (i.e. www.Linkedin.com/in/SofiaPacificoReis)		
Do you have your contact info filled out with your website and other social sites connected?		
Do you have your Summary Section filled out with enough keywords and is it interesting to a potential customer?		

LinkedIn Checklist



Task	Yes/ No	Notes
Have you added Media to your summary section? A YouTube video or Slideshare presentation?		
Do you have several positions listed with keywords in each one?		
Do you have your SKILLS and EXPERTISE section optimised with the skills you want to know for?		
Do you have the appropriate EDUCATION listed with any appropriate studies listed and keywords added?		
Do you have keywords in your interests section?		
Have you joined appropriate LinkedIn Groups?		
Are you regularly connecting with other likeminded people every week?		

LinkedIn Checklist



Task	Yes/ No	Notes
Do you have at least 10 million people in your network? (On the right side of Home Page, see how your connections link to x number of professionals)		
Are you regularly updating your LinkedIn Status? (at least twice a week) Add to the notes how often you are posting per week?		
Do you have a LinkedIn Company Page?		
Do you have an interesting and professional LinkedIn Cover photo? Does it reflect your business? Size 646 x 220 pixels		
Is your profile photo sized properly and professional? Size 100 x 60 pixels		
Do you have a square logo uploaded for network updates? Size 50 x 50 pixels		

LinkedIn Checklist



Task	Yes/ No	Notes
Do you have a complete About section with your website listed?		
Do you have Products or Services listed that are linked to your website?		
Are you updating your status on a regular basis?		



YouTube Checklist

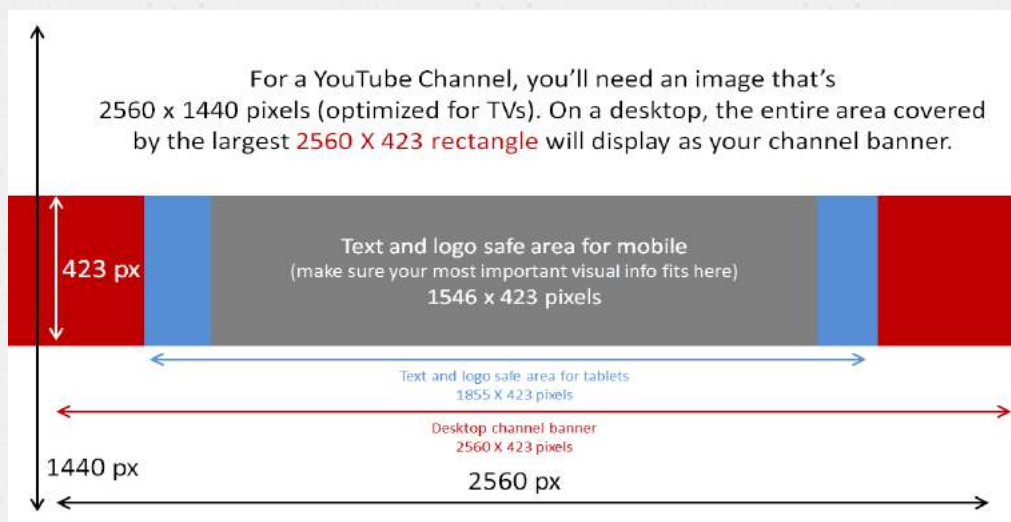


Task	Yes/ No	Notes
Do you have an engaging and professional YouTube Cover photo? Size 2560 x 1440 pixels (Text area centred and sized 2560 x 423 pixels)		
Is your profile photo sized properly? Size 800 x 800 pixels		
Do you have a complete ABOUT section with plenty of keywords and your website listed? And a customised link?		Add website address http://www.yourdomain.com TIP [Link to your website early in the description because it is usually the first couple of lines that show up in search
Do you have a video trailer?		
Are you posting regularly?		
Does each video have a complete description with keywords and a link to your website in the description?		
Do you have any playlists set up?		

YouTube Checklist



Task	Yes/ No	Notes
Are you subscribing to other channels?		
Are your videos getting views?		
Have you connected your Facebook and Twitter accounts? Or any other social media platforms?		



The End...What Now?

😊 I hope you enjoyed this set of checklists

😊 GO ON!! GO AND DO YOURS NOW.

😊 Please let me know how you did and if you have any questions.

I would really like to have your feedback so I'm inviting you to contact me, by clicking on any of the social media icons on this checklist, drop me a question on my contact page at

<http://increaseyoursocialreach.com/contact/>

or just by emailing me at

info@increaseyoursocialreach.com.

Your opinion is important to me so that I can improve and give you more valuable content.

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