



Creating Social Media Profiles Checklist

Each social media platform has a profile section. It is essential to optimize this section by filling in each section thoroughly. Here is a list to help ensure you have excellent social media profiles for marketing.

- Create a usernames and make sure usernames are consistent across all social media platforms. Usernames are your name or your business name. If the name is taken add Inc, a number, or word to make it unique.
- Add a profile, cover photo, banner image. Each platform is a little different, ensure you have photos or images completed within the profile section. Do not leave these blank. Keep images consistent across all platforms. Here is a link to ensure you have the right image size for each platform - <https://sproutsocial.com/insights/social-media-image-sizes-guide/>
- Fill out the about section. This does not have to be long, 2-3 sentences summarizing your business or your skills. This section is longest on LinkedIn. Take the time to fill in every category. Stay consistent with your descriptions for each platform and keep in mind your branding characteristics and tone.
- Provide contact information. For a person, an email is good. For a business be sure you have hours, address, email, and phone numbers.
- Use Keywords and Phrases
 - ▶ **Identify the terms** people search for the most when they're looking for a professional in your niche or industry. Keyword tools like [SEMrush](#) and [Google Keyword Planner](#) can help you with that
 - ▶ **Insert those keywords into your social media profiles.** These terms should appear in your LinkedIn job title, job description, and skills. It should appear in your bio copy, in photo names, interests, experience, and just about any other category.
- Use Hashtags
 - ▶ A keyword phrase, without spaces, with a pound sign (#) in front. Hashtags categorize topics online. You can go on a social media platform, click on the hashtag and see all the information posted with that hashtag. For example, #socialmediamarketing and #Chocolatelovers are both hashtags. <https://ritetag.com/> is a great tool to find trending hashtags