



Life Simplified

Transform chaos to sanity while achieving results

Social Media Profile Audit

	Yes	No
Social Media Profile		
1. My profile contains a picture that represents me and my business		
2. My profile contains current work history		
3. My profile contains at least three prior positions/companies		
4. My profile contains my education		
5. I understand the top 5 key words my customers use to search for me		
6. My profile contains a key word rich summary		
7. My profile contains contact information including email and phone number		
8. My profile contains recommendations or testimonials if possible		
9. My profile contains a few likes, interests and achievements		
10. A customer can easily find my website on my profile		
11. I've linked my blog and other social media sites to my profile		
12. I understand how to check and change my privacy settings		
Business Listing		
13. My business is listed on my social networking site		
14. My business page has a clearly defined mission/summary statement		
15. Customers can find my website on my business listing		
16. I know how to publish events for my business		
17. I understand the next step my followers need to take after joining my page		
18. I understand how to edit my business page		
19. I understand how to share video, article and other links with my followers		
20. I understand how I can promote my business page outside the social network		