 Social media Checklist

For small businesses



Upload your logo as your profile



Upload eye-catching headers

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Use a keyword-packed bio that clearly explains what you do



Include links to your website in your bio



Follow relevant accounts + industry leaders



Engage with your target audience



Regularly post fun engaging educational posts



Reply to all enquires +feedback (even bad)



Remind followers what you do + sell, but not too often



Create personas to cater your content + scheduling to your target customer



Research your competition – learn from what they’re doing and not doing



Conduct social listening from what your customers want to see from you



Post when your target audience is likely to be online + engaged



Most importantly – be fun, friendly + helpful