

# Small Business Social Media Checklist

## PROFILE OPTIMIZATION

- Use a clear, high-quality profile photo
- Use the same logo and branding across all platforms
- Write a clear bio explaining what you do
- Include your location if you serve a local area
- Add your website link
- Make sure contact information is accurate
- Include a call to action in your bio
- Use relevant keywords related to your business
- Add business hours if applicable
- Review all links to ensure they work

## BRANDING

- Use consistent brand colors
- Use consistent fonts
- Create branded templates for posts
- Use a recognizable style for graphics
- Maintain a consistent brand voice
- Keep profile images updated
- Use your logo where appropriate
- Ensure all social platforms match your website branding

## CONTENT STRATEGY

- Identify 3-5 content pillars
- Create a monthly content calendar
- Plan content at least 2 weeks in advance
- Mix educational, promotional, and personal content
- Share customer success stories
- Answer frequently asked questions
- Create content that solves problems
- Share behind-the-scenes content
- Repurpose top-performing content
- Include clear calls to action

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## REELS & VIDEO CONTENT

- Post at least 2-3 reels per week
- Use trending audio when relevant
- Add captions to videos
- Start with a strong hook
- Keep videos focused on one topic
- Include a call to action
- Show your face when possible
- Share tips and tutorials
- Create before-and-after content
- Save high-performing reels for future inspiration

## ENGAGEMENT

- Respond to comments
- Respond to direct messages
- Engage with followers' content
- Support other local businesses
- Ask questions in captions
- Use polls and interactive stories
- Thank customers publicly when appropriate
- Encourage user-generated content
- Follow up on inquiries promptly
- Build genuine relationships online

## LEAD GENERATION

- Include calls to action regularly
- Promote your website
- Offer a free resource or lead magnet
- Encourage email signups
- Create a contact form on your website
- Promote consultations or discovery calls
- Link to services in your content
- Use stories to drive traffic
- Highlight client testimonials

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