



Social Media Check-up

Go through your social media accounts and make sure all the below action items are complete.

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Switch your Instagram to a Business Profile

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Your Instagram profile shows your website, address, and button for emailing.

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Your Instagram About section is compelling. It should explain what makes your business unique and why you do it.

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Your Instagram/Facebook profile photo represents your business: logo, front of store, portrait of yourself, etc.

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Your Instagram is hooked up to your Facebook and other social media pages.

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All of your social media platform usernames are the same.

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Your Facebook "About" is complete with a website, email, hours, address, social media links, products, story, parking, etc.

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Your Facebook has automatic response messaging and frequently asked questions.

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Updated info in "Services" and/or "Products" on Facebook if applicable.

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You've used all of Facebook's added features: polls, events, offers, slideshow, etc.

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