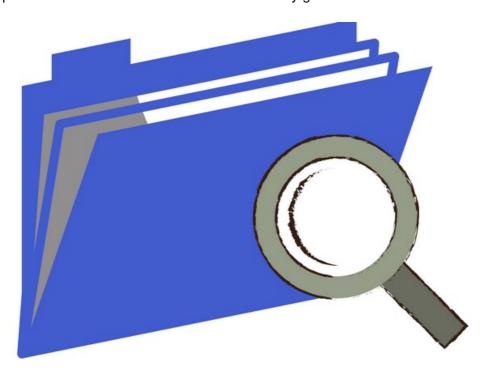
## **5 Minute Social Media Audit**

Easy Updates to Your Social Media Profiles: You only get one chance to make a first impression.



## 5 fast and easy social media profile updates

	Optimize Your Bios: #DYK the new LinkedIn mobile app only shows 68 characters of the 120 maximum of your headline so be sure your first 68 are what you want people to know.
	Customize Default Settings: Open the customize settings on each social network and review one-by-one to make sure that all images, text, and options are being used and optimized.
	Update Your Profile Photos: Be sure to stick with the same picture as your default photo from one network to the next so that people easily recognize you across all social networks.
	Add Branded Cover & Background Images: Don't waste valuable real estate - every social network has different dimensions for cover photos; consistent branding helps your message be seen and remembered.
	What's Your Bio CTA? Links to external sources can give your new connections more insight into your work. It can be an email address, website URL, branded hashtag or other CTA.
Ha	ave another 5 minutes?
$\bigcup$	Check Your Links: Do all the links on your Facebook, Twitter, Pinterest and Instagram accounts work? Do they take the reader to the right page on your website?
	reader to the right page on your website?  When Was Your Last Post? Don't give potential customers the idea you're out of business if they see you're not active,

What's Your Profile Name/Handle? Most social medi am both Catherine Russell and @hireCatherine https:	lia sites let you show both a user name and a site name: so on Twitter I
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	edia audit to make sure your social media
	edia audit to make sure your social media message you want your visitors to see.