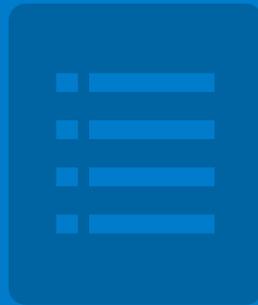


# Social Media Checklist For Small Businesses

The ultimate social media marketing and management checklist for any small business or entrepreneur



- Upload your logo as your profile picture
- Upload eye-catching headers
- 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 enquiries + 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 & not doing
- Conduct social listening to determine 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