

# 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

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