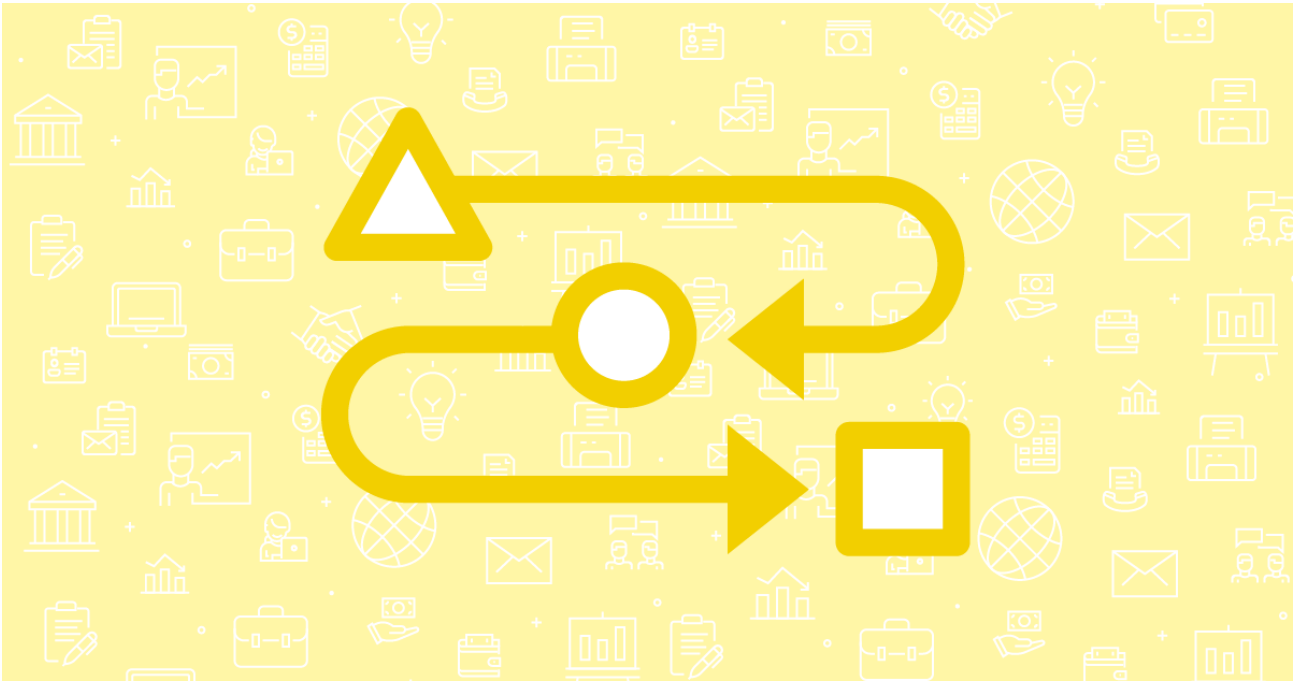
5 Ways to Refresh and Update Each One of Your Social Media Profiles

Use this checklist to do a quick social media update to all your profiles. All your profiles should be relevant, related to each social media account, and updated and refreshed every few months.



TWITTER

- [ ] Change your profile image to something new and refreshing (for example, your pic could also go along with each season) You will use the same image for each one of your profiles
- [ ] Update your bio. Is is still relevant? Anything new you have done that you can add? Keep it simple and catchy. Use hashtags that are relevant to you or your business
- [ ] Schedule tweets. You can use a tool or create a spreadsheet that you can use again. Grab quotes or info from all your blog posts
- [ ] Follow some new accounts.
- [ ] Spend a few minutes a day engaging with your followers or RT their content. It will come back around.

FACEBOOK PAGE

- [ ] Change your profile image to something new and refreshing (for example, could also go along with each season) You will use the same image for each one of your profiles
- [ ] Update your background image. Use Canva to create something professional and high quality
- [ ] Update your information. Can you add anything new? For example a new service or something you have achieved? Or add new photos of your business. Also be sure to delete old information
- [ ] Schedule a few Facebook posts. You can use a tool or create a spreadsheet that you can use again.
- [ ] Use a tool like ifttt so that everytime you post on Facebook it will automatically go to your Twitter account

INSTAGRAM

- [ ] Change your profile image to something new and refreshing (for example, your pic could also go along with each season) You will use the same image for each one of your profiles
- [ ] Update your bio. Is is still relevant? Anything new you have done that you can add? Keep it simple and catchy. Use hashtags that are relevant to you or your business. Similar to Twitter bio
- [ ] Pic a theme for your photos. Change it every few months to give your followers new content to like
- [ ] Update your saved stories. Is there anything old that you can delete? Are they organized? Create highlight photo for each one of your stories. Should be relevant to your brand
- [ ] Set up your Instagram to you Facebook page so every time you post to Instagram it will go onto your Facebook page

PINTEREST

- [ ] Change your profile image to something new and refreshing (for example, your pic could also go along with each season) You will use the same image for each one of your profiles
- [ ] Update your bio. Is is still relevant? Anything new you have done that you can add? Keep it simple and catchy. Use hashtags that are relevant to you or your business. Similar to Twitter bio
- [ ] Organize and update your boards. Any board you are not using you can delete or make private.
- [ ] Use Canva to create new pins that are professional, high quality, and are eye catching
- [ ] Spend a few minutes following some new accounts. Repin a few pins that are relevant to your boards. Join a few Pinterest groups

LINKEDIN

- [ ] Is your profile image and background updated? Both should be clean and professional
- [ ] Is your ABOUT section updated? Update any recognition, promotions, etc and include relevant keywords to describe your role, position, and yourself
- [ ] Make new connections, you should be connected to at least 100 people
- [ ] Ask for a few endorsements and recommendations and return the favor
- [ ] Take time every few days to update your status, comment, and post articles

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