

Social Media Profile Checklists

Setting up your social media profiles correctly is crucial for building a strong, professional, and engaging online presence.

A well-crafted profile not only enhances your brand's visibility but also helps build trust and credibility with your audience. However, social media is constantly evolving, and regular reviews of your profiles will ensure that your information stays up to date, relevant, and aligned with your goals.

LinkedIn Profile



Is your photo up-to-date, professional and clear?

Have you added a header image?

Is your headline descriptive (and not the default job title / company name option)?
220 characters are available here.

Have you personalised your public URL?

Is your contact information complete?

Have you included a 10 second audio recording?

Have you included a location that is recognisable to potential searchers?

Have you included an industry that is relevant to potential searchers?

Do you have descriptions against each job role in the experience section?

Have you correctly linked your job roles to a company page?

Does your current company display in your header section?

Are the dates on your job roles correct?

Have you got relevant skills listed on your profile? You can include up to 100 skills.

Have you included your education details? Do they display in your header section?

Have you added an about section to your profile?
Does your about section tell your career story and include a call to action?

Have you listed services on your profile?

Have you included additional sections on your profile
eg languages, certifications, volunteering experiences?

Have you included media eg website links, videos, PDFs to roles in your experience section?

Do you have recommendations on your profile? Are they up-to-date and relevant?
Have you provided any recommendations for others?

Do you have posts, links or media featured at the top of your profile? Are these up-to-date?

Have you selected which content you wish to show first on your profile eg posts, videos, events?

Have you checked your interests section – it's useful to review the companies you follow,
group memberships and newsletter subscriptions as these are all visible to profile viewers.

Have you checked your privacy settings? Do you know what you are sharing and with who?

LinkedIn Page



-
- Have you uploaded your Company logo? Does it fit within the available image space correctly?
-
- Have you added a header image?
-
- Have you added a tagline? Up to 120 characters are available.
-
- Have you added a Company description? Up to 2,000 characters are available.
-
- Have you listed your Company's specialties (keywords)?
-
- Have you added your website URL?
-
- Have you included a phone number?
-
- Have you listed the correct company size (number of employees)?
-
- Have you selected the most relevant industry?
-
- Have you added the year your Company was founded?
-
- Have you listed specialties (up to 20)?
-
- Have you added location/s for your Company?
-
- Have you included a custom button eg contact us or visit website?
-
- Do you have the workplace module switched on?
-
- Have you added 'Commitments' information to support talent acquisition?
-
- Have you switched your 'message' button on to allow direct messages to your Page?
Are admins aware to look out for these and to respond?
-
- Have you added a lead gen form to your page to collect and download leads?
-
- Do you know who has admin access to your Page? Is this up-to-date?
-
- Do you have any affiliated pages or Groups linked to your page?
Are these up-to-date and relevant?
-
- Do you have posts (up to 3) featured at the top of your page? Are they relevant and up-to-date?
-

X (Twitter)



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- Is your profile image/logo up-to-date?
-
- Have you added a suitable header image?
-
- Does your bio clearly explain who you are / what you do / manage the expectation of your followers eg business hours?
-
- Have you included a location?
-
- Have you included a website link?
-
- Do you have a pinned post? Is it up-to-date?
-
- Are you using a personal, professional or creator account type?
-
- If you are using a professional account, have you added a category to display?
-
- If you are using a professional account, have you added relevant profile spotlights?
-
- Are your DMs open to everyone?
-

Facebook Page



-
- Is your profile image (logo) up-to-date, professional and clear?
-
- Do you have a header image?
-
- Does your bio/about description clearly explain who you are / what you do / manage the expectation of your followers?
-
- Have you added a call to action button?
-
- Have you completed all the 'page info' sections?
-
- Have you included a link to your website privacy policy?
-
- Tabs let you feature your products, services and more on your Page. Have you included these?
-
- Have you set up how people can message your Page?
-
- Have you checked your settings and notifications? (eg who can tag you)
-
- Do you know who has admin access to your Page? Is this up-to-date?
-
- Do you have a pinned post? Is it up-to-date?
-

Instagram



-
- Is your profile picture/avatar up-to-date?
-
- Does your bio clearly explain who you are / what you do?
-
- Have you included a website link? Is it up-to-date?
-
- Have you switched to a Business or Creator profile?
-
- Have you linked your Instagram account to your Facebook Page?
-
- Have you added contact details to your profile?
-
- Have you added an action button to your profile eg book now or sign up?
-
- Have you checked your settings for how others can interact with you?
-
- Have you got 3 pinned posts at the top of your profile? (For Reels and feed?)
-

TikTok



-
- Is your profile picture up-to-date?
-
- Does your bio clearly explain who you are / what you do?
-
- Have you switched to a business profile?
-
- Have you selected the correct business category?
-
- Have you added a phone number, email address and website link?
-
- Have you got 3 pinned posts at the tops of your profile?
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Finally...

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- Do your social media profiles have a consistent look and feel to them?
-
- Do your profiles include relevant keywords to help them get discovered through search?
-
- Does the content on your profiles reflect your brand purpose?
Can viewers get to know, like and trust you?
-
- Have you included your social media details in your email signature?
-
- Have you included your social media details on your website?
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About Luan Wise

Luan Wise is a chartered marketer and fellow of the Chartered Institute of Marketing (FCIM) with over 20 years' experience in agency, client-side and consultancy roles working across sectors including b2b and b2c professional services, higher education, manufacturing, learning & development and more.

A specialist in social media, Luan has trained thousands of business professionals across the world via open social media training courses and in-house programmes. She is a course instructor for LinkedIn Learning and an accredited lead trainer for Facebook and Instagram.

Luan is author of the 'Relax! It's Only Social Media' and 'Planning for Success: A practical guide to setting and achieving your social media marketing goals', 'Using Social Media for Work: How to maintain professional etiquette online' and 'Smart Social Media: How to grow your business with social media marketing'

If you're looking for support to update your social media profiles, get in touch via email: sayhello@luanwise.co.uk

For further information about Luan, visit www.luanwise.co.uk or search @luanwise on:

