**Social Media Checklist**

The purpose of this checklist is to give you a list of the many social media accounts you can join to help promote your business and brand on as well as some check when setting up these accounts to ensure you present yourself the best. Some of these are to provide good backlinks to your website, so may not be one’s you currently know of.

**Social Media Accounts to Join**

* Facebook
* Twitter
* YouTube
* Instagram
* LinkedIn
* Pinterest
* TikTok
* Scoopit
* Medium
* Reddit
* Quora

**Tips When Setting Up**

* Logo/profile picture is the same on all accounts
* Branding colors and fonts are the same on all accounts where possible
* Business name is part of your social media name
* Social media account is set up as a standalone business account and not your personal account
* Social media accounts are set to be unrestricted so people can follow you without approval
* If you have a content site then set up automatic content posting to social media accounts via software like [Missinglettr](https://lttr.ai/lj0m). Posting consistently is key here
* Set your tone, values and brand persona and push this consistently over all social media channels
* Follow people so they are more likely to see this and follow you back. Then when you post content, they are more likely to see it