

Check for other accounts

Are there any imposters (social media accounts pretending to be your business)?

Social Network	URL	Known?	Remove?

Why do you need this channel?

Why do you want to use each platform? For example: Twitter- to connect with local businesses, Instagram- to show behind the scenes of the company/products/service

Social Network	What's the reason?

Brand Up!

Go through your social media channels and check that the images are the right ones, the bios are correct (and fit the platform) and that the links to your website is right!

Moving On- Your Next Steps

Finally - make sure that you have a process in place for starting a new network. For example:

- Register using centrally controlled email address/Email with multiple access
- Keep a copy of the username/email and password and keep in a safe place
- Check image sizes
 - Profile
 - Background
- What audience uses this platform?
- How is this audience relevant to my business?
- Do we have the skills/technology to use this platform (for example, Video recording and production for YouTube)
- What type of content will this channel have?
 - How are you going to get this content?
 - Who will be responsible for posting?
 - Is this channel supported by third party scheduling apps (Buffer, Hootsuite etc)
- How often will you be posting on this channel?

Have you Suddenly thought- that sounds complicated? Not to worry- Get in touch via chris@heyburt.co.uk and I'll do the work for you :). Alternatively [CLICK HERE](#) to be taken to the site to contact us