SOCIAL MEDIA CHECKLIST

Social Media Profile Checklist

Turn your profiles into a trusted storefront that brings enquiries

Before customers call you, many of them check your Instagram, Facebook or YouTube. This checklist helps you set up complete, consistent and active profiles, so they trust you quickly and reach out. Tick each box as you finish it.

1 Profile basics on every platform

- [ ] You use the same username or a close match everywhere (Instagram, Facebook, YouTube, LinkedIn).
- [ ] Profile photo is your logo or a clear face, and looks sharp at small sizes.
- [ ] The bio says what you do, who you help, and your city in one or two lines.
- [ ] A single clear link in the bio goes to your website, booking page, or WhatsApp.
- [ ] Contact buttons are active: Call, WhatsApp, Directions, Email.
- [ ] It is a Business or Professional account, not a personal one.
  This unlocks insights, buttons, and ads.

2 Brand look and feel

- [ ] Colors, fonts and logo are consistent across profiles.
- [ ] The cover or banner image is updated and mentions your offer or tagline.
- [ ] Highlights or featured sections are organised: services, reviews, FAQs, behind the scenes.
- [ ] Pinned posts show your best offer or your most useful content.

3 Content that works

- [ ] You post on a steady schedule you can actually maintain (for example 3 times a week).
  Consistency beats bursts.
- [ ] You mix content: educational, behind the scenes, proof (results or reviews), and offers.
- [ ] You post at least 1 to 2 Reels or short videos every week.
- [ ] Every post has a clear next step: call, message, book, or visit.
- [ ] Captions are written in the language your customers speak (Hindi, English, or both).
- [ ] Local hashtags and location tags are used, such as your city and area names.
- [ ] Photos and videos are your own and well lit.

4 Engagement and trust

- [ ] You reply to comments and messages within 24 hours.
- [ ] Quick-reply and greeting messages are set up on WhatsApp Business, Instagram, and Facebook.
- [ ] You share customer reviews, testimonials, or happy customer moments (with permission).
- [ ] You engage with local businesses, customers and community pages, not only your own posts.
- [ ] Spam and abusive comments are handled quickly and politely.

5 Platform specifics

- [ ] Facebook: Page category, address, hours and services are complete, with a Send Message button.
- [ ] Instagram: Name field contains your main keyword, and Highlights and Reels are active.
- [ ] YouTube: Channel banner, description and links are filled in. Videos have clear titles.
- [ ] LinkedIn: Company page is complete (needed if you serve other businesses).
- [ ] WhatsApp Business: Catalogue, business hours, and an auto-reply are set.
- [ ] Your website links to your social profiles, and they link back to the website.

6 Ads readiness and tracking

- [ ] Meta Business Suite is set up, and your profiles are connected to your ad account.
- [ ] The Meta Pixel (or Conversions API) is installed on your website.
- [ ] You have 3 or more strong creatives or videos ready to promote.
- [ ] Your landing page or form is ready before you run ads.
- [ ] Links used in posts and ads carry UTM tags so you can see what brings enquiries.

7 Monthly review

- [ ] You check insights monthly: reach, saves, shares, profile visits, link clicks, messages.
- [ ] You note your top 3 performing posts and make more like them.
- [ ] You review 3 competitors in your area and note what they do well.
- [ ] Next month's content plan is written before the month begins.

How did you score? (37 checks in this list)	
Ticked 80% or more	You are in strong shape. Keep it fresh every month.
Ticked 50% to 79%	Good base, but you are leaving easy wins on the table.
Ticked below 50%	Big opportunity. Fixing the basics first can move the needle fast.

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We create content, run Meta Ads and manage social profiles for local businesses. Send us your profile links and we will share a free review with what to fix first.

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