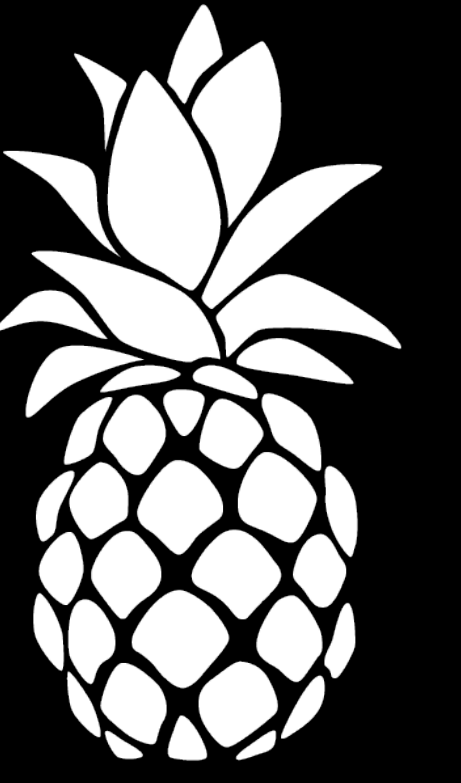


WEEK FIVE:

Shine Up Your Social Media

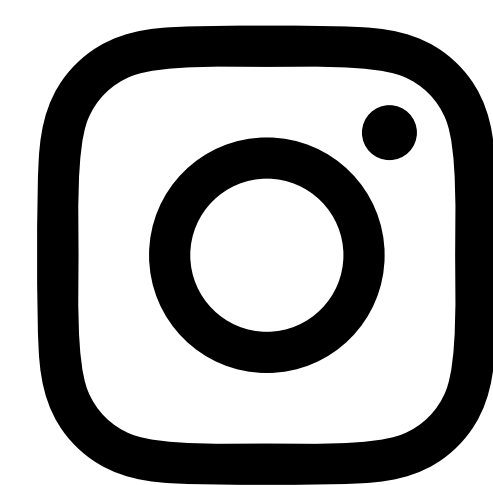
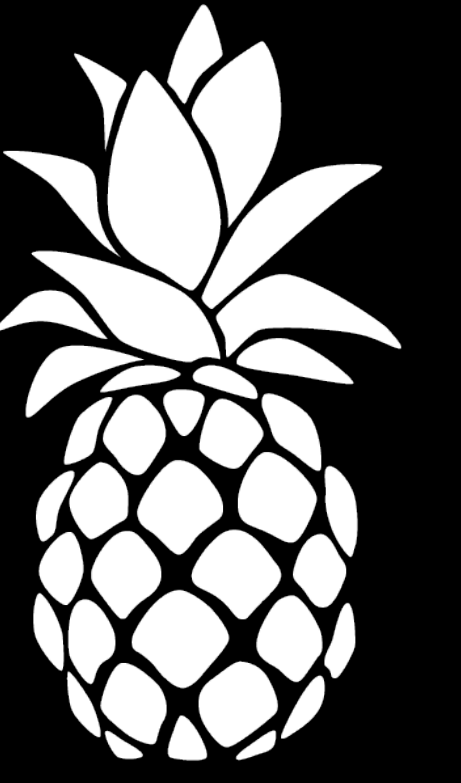


LINKEDIN OPTIMIZATION CHECKLIST

- Edit your unique link.** Do this by going to your profile page and clicking “Edit profile and URL” next to the pencil icon. Change this to your full name or whatever phrasing you use on your other social media handles.
- Add a profile photo.** Profiles with a photo receive 9x more connection requests and 21x more profile views than those without. Make sure yours is of good quality and that your face takes up most of the frame.
- Add a cover photo.** Make sure your cover photo is relevant to and representative of your work. This is your opportunity to tell viewers a visual story before they read a single word.
- Update your headline.** Use this space to make it clear who your audience or client is, what you offer, and what makes you different.
- Add your industry.** More than 300K people search by industry every single week. Adding yours makes your profile that much more searchable.
- Update your summary.** Tell a complete story that illustrates your accomplishments within your work experience.
- Add featured media.** Do you have any presentations, videos, photos, or websites that you’re particularly proud of? You can push them to the top of your profile by adding them to your featured section. You can upload links, articles, or media that you want to showcase.
- Update your work experience.** For each of your roles, write 1-2 sentences describing what the company is known for and then build out your accomplishments for the company in 3-4 bullet points. Make sure you link to the LinkedIn company pages of the various companies you’ve worked with. It makes your experience that much more credible.
- Add volunteer experience.** Members with volunteer experience receive 6x more profile views than those without. Describe your work just as you did with your experience section.

WEEK FIVE:

Shine Up Your Social Media

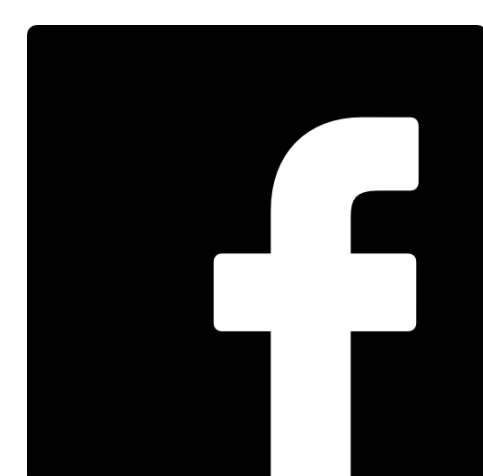
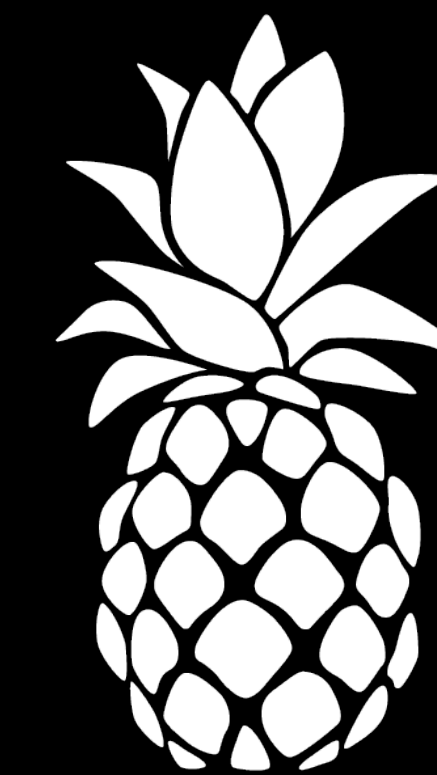


INSTAGRAM OPTIMIZATION CHECKLIST

- Update your profile picture to a clear, quality photo.** A clear, quality profile picture humanizes your brand and allows your audience to put a face to a name right away. If you're a brand, use your logo. This is your first opportunity to make a visual impression.
- Update your profile name and handle.** Remember: these two pieces of your bio are independently searchable of each other. Use the extra real estate in your profile name (that also shows up in search along with your handle) to tell potential followers who you are. Be sure to always differentiate the two for maximum searchability.
- Activate your "Business Profile" and add your business category.** Instagram has become one of the most powerful search engines, and this allows you to define your business even further. There is a finite list from which to use this category, so be intentional in what you choose.
- Update your bio.** Tell a complete, engaging story that incentivizes people to hit "follow." Tag other accounts and/or use hashtags where appropriate. If applicable, be sure to include any info you want your audience to know right off the bat.
- Update your website link to something relevant.** And update it often depending on what you're promoting or where you want to drive traffic. Pro tip: if you're sharing or discussing multiple links at a time, use an app like Linktr.ee to organize all of your relevant links in one place.
- Create and optimize story highlights.** Story highlights are an opportunity to build out your content even further and give potential clients, connections, or even brand partners insight into your brand personality and style. Highlights help to create a robust platform that houses content beyond your feed.
- Pay attention to your grid.** Some say the curated feed is "out". We say branding never dies. Even if you don't follow a specific aesthetic, make sure there's a unifying through line in your content that connects everything back to you. In the end, the goal is to be memorable and to consistently add value through your content!

WEEK FIVE:

Shine Up Your Social Media



FACEBOOK OPTIMIZATION CHECKLIST

- Update your profile picture to a clear, quality photo.** A clear, quality profile picture humanizes your brand and allows your audience to put a face to a name right away. If this page is for your business, use your logo. This is your first opportunity to make a visual impression.
- Update your cover photo.** Your cover photo helps to communicate your brand, visually. Make sure it's branded—include your logo if you have one, or signature fonts or colors—and is representative of your overarching brand story.
- Add your industry.** Adding your industry helps communicate your credibility and helps users find you when they're searching for a particular area of expertise.
- Update your about section.** Give people a brief look into what they'll receive by engaging with or following your page, and direct them to your other relevant social channels. It's imperative this information is relevant and current. Including up-to-date information about your business will help communicate your humanity while also increasing your credibility.
- Identify your keywords**—and use them. Keywords sprinkled throughout your profile will increase your searchability tenfold. Stick to the top six and mention them naturally throughout your content. Using keywords that are relevant to your industry will help increase your profile's searchability.
- Add your contact information.** Whether this is a website, another social channel, your email or phone number (or all of these!) make it easy for your followers to get in touch with you and/or learn more.
- Add a call to action.** You can choose from specific call-to-action buttons which allow your audience to easily engage with your page. Invite your audience to connect with you personally or direct them to your contact information, or whatever action you hope to encourage.