



*Kenneth Igiri*

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# Social Media Platform Review



## How to Use this Template

Mark each element of your social media platform **good**, **work-in-progress (WiP)** or **bad** based on whether you have implemented the element or not.

Translate the colour codes to marks – 5 for good, 3 for WiP and 1 for bad and add up the total.

Make relevant changes to your page and your social media engagement approach then repeat the process after a couple of months.

# LinkedIn

## BRANDING

1. Profile Photo
2. Cover Photo
3. About Section
4. Out Boxing
5. Newsletter
6. Media Quality
7. Videos
8. Featured Content



## CONTENT



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## SEO

9. Post Frequency
10. Key Words
11. Hash Tags
12. Analytics
13. Page Handle
14. Scheduled Posts
15. Comment Responses
16. Followed Pages

## CONFIG

## HABITS



GOOD



WIP



BAD

SCORE

MAMAX YOU

0%

100%

Have you booked your Interactive Ideation Session?

# Facebook



## Branding

1. Profile Photo
2. Cover Photo
3. Contact Info
4. Watermark



## Content

5. Media Quality
6. Post Frequency
7. Advert Frequency
8. Featured Content



## SEO

9. Key Words
10. Tags



## Organization

11. About Section
12. Chapters
13. Pinned Posts
14. Analytics

## Configuration

15. Chat Automation
16. Page Handle
17. Instagram Integration
18. Scheduled Posts

## Habits

19. Comment Responses
20. Reviews & Ratings



GOOD



WIP



BAD

SCORE

YOU

0%

MAX

100%

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# YouTube

## Branding

1. Profile Photo
2. Channel Art
3. Thumbnails
4. Watermark

## Content

5. Video Quality
6. Release Frequency
7. Channel Trailer
8. Feature Video

## SEO

9. Key Words
10. Tags



## Organization

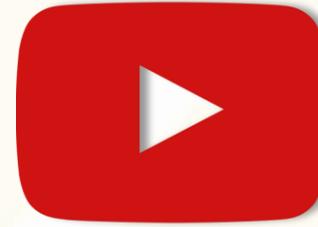
11. Playlists
12. Chapters
13. Featured Sections
14. Analytics

## Configuration

15. Channel Info
16. Channel Handle
17. Feature Eligibility
18. Upload Defaults

## Habits

19. Comment Responses
20. Tribe



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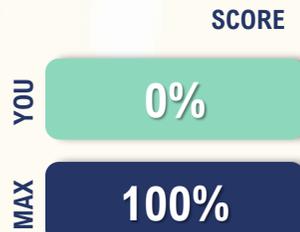
GOOD



WIP



BAD



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*Thank You*