



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

01-Jan-2025

Branding

- 1. Profile Photo
- 2. Cover Photo
- 3. **Out Boxing**
- 4. Newsletter

Content

- 5. Media Quality
- 6. Post Frequency
- 7. Advert Frequency
- 8. Pinned Content

SEO

- 9. Key Words
- 10. Hash Tags

Organization

- 11. About Section
- 12. Videos
- 13. Pinned Posts

Configuration

- 14. Analytics
- 15. Website
- 16. Page Handle
- 17. Commitments
- 18. Scheduled Posts

Habits

- 19. Comment Responses
- 20. Followed Pages



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GOOD

WIP

BAD

SCORE

YOU

00%

MAX

100%

Facebook

01-Jan-2025

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

Configuration

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

Habits

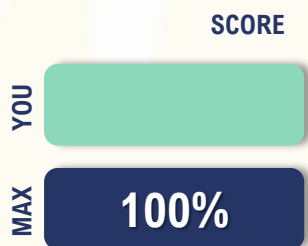
- 19. Comment Responses
- 20. Reviews & Ratings



GOOD

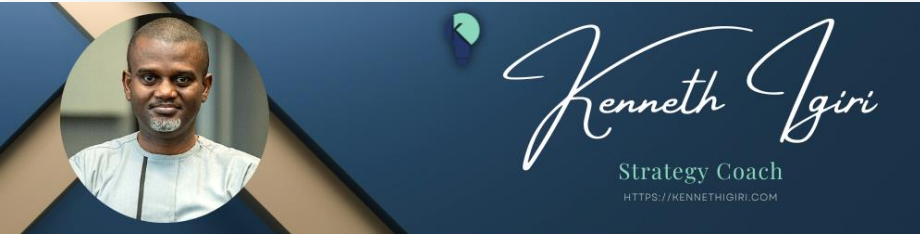
WIP

BAD



YouTube

01-Jan-2025



Branding

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

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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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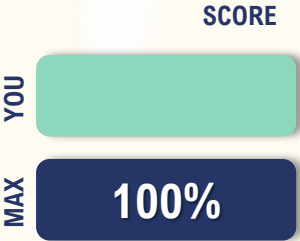
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GOOD

WIP

BAD



The **Interactive Ideation Session** is great for you if you fall into any of these groups:

EMERGING ENTREPRENEUR

You are transiting from **career to business**, in the very **early stages** of building your business or you want to make **major changes**.



What you get ...

- Four Strategy Sessions (1st FREE)
- FREE member on The Strategy Club
- 3 FREE branding artefacts for Social Media
- FREE social media page or Profile review
- Feature interview on Iwineti Africa

CAREER PROFESSIONAL

You are **switching careers**, in the very **early stages** of building your career or you want to **re-evaluate** your current posture.



What you get ...

- Four Strategy Sessions (1st FREE)
- FREE member on The Strategy Club
- Lifetime Access to the course "Career Growth Strategies in Information Technology"
- FREE LinkedIn Profile or Resume review



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Thank You