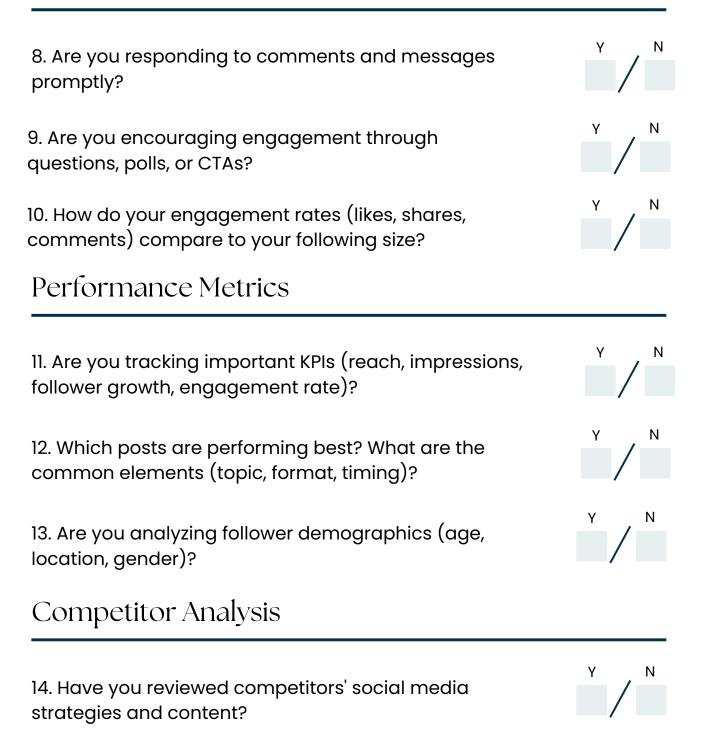


THIS CHECKLIST SHOULD HELP IDENTIFY AREAS FOR IMPROVEMENT AND OPPORTUNITIES FOR GROWTH ACROSS SOCIAL PLATFORMS.

## Profile Optimization

<ol> <li>Are all profiles consistent in terms of branding (logo, colors, tone)?</li> <li>Is your bio clear, with relevant keywords and a call to action (CTA)?</li> <li>Are profile pictures and cover images up-to-date and high-quality?</li> </ol>	Y N Y N Y N
Content Analysis	
4. Is your content aligned with your audience's interests?	Y N
5. Are you posting a variety of content (videos, images, stories, articles)?	Y N
6. Is the content engaging (comments, shares, likes)?	Y N
7. Do you have a content calendar or regular posting schedule?	Y N

## Follower Engagement



15. What content formats or strategies are they using that are successful

16. Are there gaps in their content you can capitalize on?



## Hashtag & SEO

17. Are you using relevant and trending hashtags in your posts?	Y	N
18. Is your content optimized for social media SEO (keywords in captions, tags)?	Y	N
19. Are you experimenting with different hashtags to increase visibility?	Y	N

## Consistency & Branding

20. Are you maintaining a consistent posting frequency?	Y	/	Ν
21. Is the visual style (graphics, photos, videos) consistent across platforms?	Y	/	N
22. Are you staying on-brand with your messaging and voice?	Y	/	N