

# Local Business Social Media Checklist

## 1. Profile Optimization



Consistent logo/profile photo across all platforms



Up-to-date business name, address, phone, and website



Branded cover/header images



Clear, keyword-rich bio/description (mention Myrtle Beach/local focus)



Contact info and call-to-action (e.g., Book Now, Call, Message)

## Step 2: Choose Your Platforms



List the platforms you'll use (Facebook, Instagram, LinkedIn, TikTok, etc.)



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## Step 2: Continued

<input type="checkbox"/>	Content mix: promos, stories, tips, testimonials, behind-the-scenes, local highlights
<input type="checkbox"/>	Use your brand's mix: e.g., 40% showcases, 25% local, 20% guest experiences, 10% tips, 5% BTS
<input type="checkbox"/>	Branded graphics and videos
<input type="checkbox"/>	Use of local hashtags and location tags
<h2>Step 3. Engagement &amp; Community</h2>	
<input type="checkbox"/>	Respond to comments and messages within 24 hours
<input type="checkbox"/>	Like, comment, and share local partner/community content



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<input type="checkbox"/>	Encourage reviews and user-generated content
<input type="checkbox"/>	Run occasional polls, questions, or contests
<b>Step 4. Local SEO Basics</b>	
<input type="checkbox"/>	Google Business Profile claimed and optimized
<input type="checkbox"/>	Contact info and call-to-action (e.g., Book Now, Call, Message)
<input type="checkbox"/>	Regular GBP posts (at least weekly)
<input type="checkbox"/>	Consistent NAP (name, address, phone) across all listings
<b>Step 5. Analytics &amp; Improvement</b>	
<input type="checkbox"/>	Track basic metrics (reach, engagement, followers) monthly
<input type="checkbox"/>	Review top-performing posts and adjust strategy
<input type="checkbox"/>	Set goals for growth and engagement



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**Need help checking off every box?**

Book a strategy call or explore free resources at

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*Let's grow your brand together!*

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