

	Local Business Social Media Checklist
	1. Profile Optimization
<input type="checkbox"/>	Consistent logo/profile photo across all platforms
<input type="checkbox"/>	Up-to-date business name, address, phone, and website
<input type="checkbox"/>	Branded cover/header images
<input type="checkbox"/>	Clear, keyword-rich bio/description (mention Myrtle Beach/local focus)
<input type="checkbox"/>	Contact info and call-to-action (e.g., Book Now, Call, Message)
	Step 2: Choose Your Platforms
<input type="checkbox"/>	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
	Step 3. Engagement & Community
<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
Step 4. Local SEO Basics	
<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
Step 5. Analytics & Improvement	
<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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