



CHECKLISTS / FREE PDF

Social Profile Checklist

Review the identity, information, links, and accessibility of your social profiles.

**PLAN IT.
MAKE IT.
YELL IT.**





01 / Make the profile easy to recognize

Review the profile as a new visitor. Can someone tell who you are, what you offer, and where to go next?

1 Name and handle

Use a recognizable business name and a consistent handle where available. Record variations so the team knows which accounts are official.

2 Logo and cover

Use current brand assets. Check the profile in its actual circular or cropped display and on a small screen.

3 Description

Explain the business in plain language. Include the location or service area when it helps visitors decide whether you are relevant.

4 Contact information

Verify public contact methods, hours, and destination links. Remove outdated campaign information and broken links.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



02 / Check the experience beyond the bio

A profile is an entry point. Follow the path a visitor would take from discovery to the next action.

1

Featured information

Review pinned posts and highlighted content. Make sure the information is still current and supports the purpose of the profile.

2

Accessible content

Use readable image text, useful alternative descriptions where supported, and captions for spoken content. Check contrast and avoid relying on color alone.

3

Account ownership

Record the internal owner and approved access arrangements. Review who can publish and where recovery information is managed.

4

Maintenance routine

Set a repeat review date and an owner. Recheck profiles after rebranding, a location change, or a major campaign.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



Your working sheet

Print this page or annotate it in your PDF reader. Add your own details, then give each next step an owner.

● Profile URL and review date

● Identity and description checked

● Links, hours, and contact details checked

● Accessibility improvements needed

● Account owner and follow-up tasks

● Next review date
