

# Weiskopf Consulting

Enriching Business Systems    Maximizing Online Brand Awareness



Translating Technology into a Language you Speak



You Tube



## SOCIAL MEDIA CHECKLIST ASSESSMENT

Social Media presence to be created or updated and includes researching target demographics, optimizing design elements, branding, navigation, usability, mobile device compatibility, and optimized for search results.

### Linkedin



- Is your profile consistent with your brand?
- Is your strategy, logo, banner, photos clear and consistent with brand?
- Is your posting engaging and updated regularly with posts using 70/20/10 rule, value, brand recognition/ideas, articles/promotional?
- Do you use post descriptions helpful for your SEO?
- Have you created any groups? Do you post regularly in those groups?
- Is your profile linked to your website?

Please contact us at (630) 320-2991 or [DigitalStrategist@WeiskopfConsulting.com](mailto:DigitalStrategist@WeiskopfConsulting.com) for a complementary one hour consultation to discuss how to improve your digital assessment.



## Facebook



- Is your profile consistent with your brand?
- Is your strategy, logo, banner, photos clear and consistent with brand?
- Is your posting engaging and updated regularly with posts using 70/20/10 rule value, brand recognition/ideas, articles/promotional?
- Do you use post descriptions helpful for your SEO?
- Have you created any groups? Do you post regularly in those groups?
- Is your profile linked to your website?

## YouTube



- Is your profile consistent with your brand?
- Is your strategy, logo, banner, photos clear and consistent with brand?
- Are you consistently uploading more videos?
- Do you use post descriptions helpful for your SEO?
- Are you working to get more subscribers?
- Is your channel linked to your website?

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## Twitter



- Is your profile consistent with your brand?
- Is your strategy, logo, banner, photos clear and consistent with brand?
- Is your posting engaging and updated regularly with posts using 70/20/10 rule value, brand recognition/ideas, articles/promotional?
- Do you use post descriptions helpful for your SEO?
- Is your profile linked to your website?

## Google My Business



- Is your profile consistent with your brand?
- Is your strategy, logo, banner, photos clear and consistent with brand?
- Is your posting engaging and updated regularly with posts using 70/20/10 rule, value, brand recognition/ideas, articles/promotional?
- Do you use post descriptions helpful for your SEO?
- Do you update photos and include videos?
- Is your profile linked to your website?

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## Let's Get Started..

We look forward to hearing from you.

[Virginia@WeiskopfConsulting.com](mailto:Virginia@WeiskopfConsulting.com)

Click the calendar below to  
schedule a Zoom Meeting



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