

Social Media Audit

Is Your Page Working FOR You?

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Above the Fold

- First glance impression
- Page name - does it match the business
- Profile picture - inviting, professional, show the person
- Timeline photo - informative, lead generation, cohesive with the brand and feel
- Bio - descriptive of the business

About

- Page - appropriate category
- Address
- Phone number
- Email
- Website
- Operating hours
- Ratings and reviews
- Description - is it accurate to what you do. This is your what and why, not your life story, focus on how you serve the client
- Services - do you want them listed, are they what you offer, are they accurate, pricing and time, can people actual book through fb or do you want them to book somewhere else?

Posts and content

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- Are you posting in a regular schedule
 - Is your content valuable?
 - Do you have strong images with your content
 - Can people engage with your Content
 - Does every post have a call to action?