

# SOCIAL MEDIA SPRING CLEANING

## FACEBOOK

- Review & Update Settings
- Review & Update "Our Story"
- Update About Section
- Update Cover & Profile Photo
- Clear Drafts
- Answer Outstanding Reviews
- Answer Outstanding Comments
- Answer Outstanding Messages
- Evaluate
  - Review Insights
  - Make Note of What's Working
  - Make Note of What's Not Working

## INSTAGRAM

- Review & Update Bio
- Review & Update Highlights
- Archive Unwanted Posts
- Answer Outstanding Comments
- Answer Outstanding Messages
- Evaluate
  - Review Insights
  - Make Note of What's Working
  - Make Note of What's Not Working

## TWITTER

- Update Header Photo
- Update Profile Photo
- Review & Update Bio
- Update Cover Photo
- Evaluate
  - Review Analytics
  - Review Following & Followers
  - Review Relevant Hashtags

NOTES

