Instagram

ACCOUNT AUDIT

Profile

☐ Bio: Is it clear <u>who</u> you help, <u>how</u>, and what <u>action</u> they should take?
"*Helping busy women reduce stress with holistic wellness routines. Book your appointment below.*"

☐ Name Field: SEO-friendly? Use searchable keywords.
"Wellness Coach | Holistic Tips".

☐ Username Field: SEO-friendly?
@oliveandoakstudio is more searchable than @o.o.s.designs

☐ Profile Image: Clear headshot (personal brand) or logo that's easy to recognise (business brand).

☐ Link in Bio: Are you using a link tool like Stan Store, Linktree, or your Website so they can purchase or book?

☐ Story Highlights (Minimum 4): Are they named clearly?
"About", "Tips", "Clients", "Services/Products"

☐ Use your top 3 pinned posts to immediately show what your brand is all about. Think of it as your mini billboard.
A high-performing educational tip or A behind-the-scenes or intro post or Your best-selling product or service breakdown.

Branded Aesthetic

☐ Highlight Covers: Are they branded with your colours/icons?

☐ Feed Layout: Do your visuals follow a theme or pattern (e.g. alternating posts, use of whitespace)?

☐ Colour Palette: Are your brand colours used consistently across posts? Maximum 5 colours.

☐ Image Style: Are your photos edited similarly? Is lighting/tone consistent? The image style consistent?

☐ Typography: Are you using 2–3 fonts repeatedly across carousels, Reels, and stories?

Pinterest

Profile

☐ Display Name: Does it include keywords - think SEO.
"The Luxe Candle Co | Handmade Candles"

☐ Bio: Clear and easy to understand? Does it mention what you offer and who it's for?
"Luxury candles made with sustainable wax — perfect for slow, cosy evenings."

☐ Profile Picture: Branded image/logo (business brand) or professional headshot (personal brand).

☐ Board Names & Descriptions: Do they align with your brand and audience?
→ *Example Board Name: "Minimal Home Office Setup Ideas"*
→ *Descriptions: Mention who the board is for and what it offers (e.g. "Practical workspace inspiration for creatives & remote workers.")*

☐ Claimed Website: Is your site linked to track clicks and content?
(Check: Settings > Claim > Add your domain.)

Branded Aesthetic

☐ Pin graphics should use your brand fonts and colours.

☐ Maintain a uniform look: same logo placement, similar background textures or overlays.

☐ Avoid messy or inconsistent visuals.

in

LinkedIn

ACCOUNT AUDIT

Profile

☐ Headline: More than just your job title. Add keywords or explain how you help people.
"Marketing Strategist Helping Product-Based Brands Grow Online"

☐ About Section: Clear summary of what you do, who you help, and your core values. Include a call to action.
"I help small businesses grow with storytelling-led content. Let's connect!"

☐ Profile Picture: Clean, professional, confident. Same one used on your other platforms if possible.

☐ Banner Image: This is your digital billboard. Include your logo, tagline, or a key message.

☐ Featured Section: Include links to your website, lead magnet, or top-performing posts.

Branded Aesthetic

☐ Keep messaging aligned with your tone and values.

☐ Banner image should reflect your brand colour palette.

Facebook Page

ACCOUNT AUDIT

Profile

- [ ] Page Name: Clear and relevant to your business.

- [ ] Username (handle): Easy to remember, and ideally matches your Instagram or website name.
@handle - e.g. facebook.com/thesocialpaige

- [ ] Profile Picture & Cover Photo: On-brand. Use your logo (business brand) or a clear headshot (personal brand).

- [ ] Cover Photo: Use this space to show off your brand: a mockup, your services, tagline, or even a testimonial. Update it seasonally or during launches.

- [ ] About Section: Does it include keywords and explain your offer?
"A digital planner shop helping overwhelmed creatives get organised."

- [ ] Call to Action Button: Have you set it up?
e.g. "Book Now", "Send Message", "Learn More"

Branded Aesthetic

- [ ] Use your brand colours consistently across graphics and highlight elements.

- [ ] Stick to 2–3 fonts that reflect your brand's tone.

- [ ] Create branded templates for value posts, testimonials, or updates.

- [ ] Use cover photos and pinned posts to showcase offers or build trust.

- [ ] Maintain the same tone of voice as Instagram or your website.

- [ ] Avoid over-designed graphics — simple, clean visuals work best on Facebook.

- [ ] Make sure your visuals feel recognisable across all platforms.

TikTok

Profile

☐ Username + Display Name: Should be clear, relevant, and easy to search.
@glowskincareco | Display: "Glow Skincare"

☐ Bio: Short, engaging, and includes a hook or what you do. Add a call-to-action if possible.
"Organic skincare for sensitive skin. Tap for our bestsellers,"

☐ Profile Picture: Clear headshot (if personal brand) or logo (if product-based). Should match Instagram or website for consistency.

☐ Pinned Videos: Pin videos that immediately show who you are or what you offer.
"Client transformation" or "Best-performing tip"

Branded Aesthetic

☐ Use the same intro/outro style if posting a video series.

☐ Overlay text should stick to 1–2 brand fonts.

☐ Use colours that align with your other platforms.

☐ Film in consistent lighting or branded background setups for recognisability.

Threads

LIGHT ACCOUNT AUDIT

The majority of your information is pulled from your Instagram account.

Profile

- [ ] A lot of your information is pulled from Instagram. Double-check your bio is still relevant in a Threads-first context.
  e.g. remove "DM me" as that's a feature that isn't on Threads.

- [ ] Add your website, a lead magnet, or your Stan/Linktree link to drive traffic.

Branded Aesthetic

- [ ] Threads is minimal and text-based, but tone matters.

- [ ] Your writing matches your brand personality, whether that's warm, witty, professional, or casual.

- [ ] If you use visuals, make sure you stick within your fonts, colour palettes, and image styles.

YouTube

Profile

- ☐ Channel Name & Handle: Clear, consistent with other platforms, and searchable.
  If your business is "Glow Studio," your handle might be @glowstudio or @glowstudio.design

- ☐ Profile Picture: Use your logo or a professional headshot that matches your branding across platforms.

- ☐ Banner Image: Clean, branded design. Add your tagline or value prop + upload schedule (if applicable).
  "Helping you build a premium brand | New videos every Friday"

- ☐ About Section (Channel Description): Share who you help, how, and what kind of content you create. Use keywords for SEO.
  "We help female-led businesses grow through branding, social strategy, and creative tools. Expect weekly tips, tutorials, and honest insights to build your business with balance."

- ☐ Links: Add links to your website, lead magnet, or social channels. Make the first one your priority CTA.

- ☐ Channel Tags & Keywords: Use relevant terms people might search for.
  "branding tips," "marketing for creatives," "small business advice".

Branded Aesthetic

- ☐ Thumbnails: Clear text, on-brand colours, same font across videos, and easy to read at a glance.
  Tool: Canva or Thumbnail Maker.

- ☐ Titles: SEO-rich and engaging. Think "how to," "mistakes," "secrets," etc.
  "5 Branding Mistakes You Don't Know You're Making"

- ☐ Descriptions: Include keywords, a 2–3 sentence summary, links, and timestamps (if applicable).
  "This video breaks down 5 common brand identity mistakes and how to fix them fast. Download your free checklist here: [link]"

- ☐ Playlists: Organise content for easy bingeing.
  "Makeup Tutorials," "Business Growth Tips," "DIY Hacks"

- ☐ Pinned Comment: Add a CTA or link under every video to direct traffic to your lead magnet, other social channels, or service.

- ☐ Use the same 1–2 fonts and colours across thumbnails.

- ☐ Intro/outro should feel like you — even a 5-second branded screen is enough.

- ☐ Add subtle music or consistent editing style to make videos feel polished and recognisable.