

The Essential Checklist For Social Media Branding

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USERNAMES

- Ensure your usernames are similar across all social networks
- Usernames are often 15 characters with no spaces
- Put business name as username for it can be searched, Use city, country or an underscore to make it unique.
- Customise your Facebook URL.
- Do your research to see what names are consistent before you start.

PROFILE PICTURES

- Ensure profile pictures are recognisable as your business
- Make profile pics consistent across your social media channels
- They must be clear even as thumbnails

COVER IMAGE OR BACKGROUND IMAGE

- Your cover image should be a vibrant representation of your business
- Consider updating it seasonally for special events

ABOUT US/ BIO SECTION

- About Us on Facebook is very detailed.
- Twitter, Instagram and Pinterest limit this to under 25 words.
- Consider for both new and existing customers needs.

ADDITIONAL OPPORTUNITIES

- Add a Facebook Call To Action
- Activate Facebook Inbox Us
- Opportunities to use Facebook Apps
- Regularly Research New Features

PROMOTE YOUR CHANNELS

- Promote your social media channels on your Website Contact Us page or footer
- Add them to your digital owned assets like your newsletter or email footer
- Add them to your physical assets like business cards, menu or brochures.

TOOLS TO ASSIST YOU WITH YOUR DESIGNS

- Canva
- Free Creative Commons Images
- Photoshop Templates