



# SOCIAL MEDIA *checklist*

Optimising your social media is a key part of a digital marketing plan. This checklist will uncover the gaps in your social media strategy.



Answer the questions as YES or NO based off of your business or personal social media accounts. After you've answered the questions, evaluate how you can improve in some areas to fully optimize social media for your business.

instagram

yes no

Is your handle and name a representation of your business/product?

☐ ☐

Is your profile photo of your logo or product?

☐ ☐

Does your bio have a call-to-action for your followers?

☐ ☐

Is your content branded?

☐ ☐

Is your feed consistent/attractive to the eye?

☐ ☐

Are you using the right hashtags for your posts/food industry?

☐ ☐

Is there a call-to-action in your captions?

☐ ☐

Are you following accounts that are relevant and aligned?

☐ ☐

Are you responding to comments in a timely manner?

☐ ☐

Do you dedicate time to engage with your followers?

☐ ☐

Do you engage with food industry hashtags and your target audience?

☐ ☐

Are you being spammy with likes, comments, and follows?

☐ ☐

Are you building a community with your followers?

☐ ☐

**CLICK HERE**

to link to our blog on #instabasics: Making Instagram Work for Your Brand



# facebook

yes no

Is your bio, story, and business information completely filled out?

☐☐

Is your profile photo of your logo or food product?

☐☐

Does your cover image include a call-to-action?

☐☐

Are you posting regularly, and at a time when your audience is online.

☐☐

Are you posting interesting content?

☐☐

Are you replying to comments in a timely manner?

☐☐

Are you following, liking, commenting on other people's content?

☐☐

Are you building a community with your followers?

☐☐

**CLICK HERE**

to link to our blog on [Save Time By Scheduling Social Media Posts!](#)



If you have any questions, make sure to ask inside my Facebook group, [Bite-sized Marketing Morsels with The Dirty Apron & Co.](#)

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