

# 2025 SOCIAL MEDIA CHECKLIST



## THE BASICS

- Add social media links to company website header / footer
- Include social media icons in company / employee email signatures
- Verify all social media links are correct and working

## LINKEDIN

- Update company banner image
- Verify company description includes relevant keywords
- Add/Update company location information
- Ensure company logo is clear and properly sized
- Add relevant company specialties

## INSTAGRAM / FACEBOOK

- Update bio with clear value proposition
- Verify all business information is current
- Set up or update CTA link
- Insta: Organize & update highlights

## TWITTER / X

- Update profile photo if needed
- Update bio with relevant keywords and link
- Pin important tweet to Profile

## EMPLOYEE ADVOCACY

- Encourage employees to follow and engage with company social media accounts
- Create internal communication channel (like Slack/Teams) for sharing company social posts
- Ensure employees link to company in their profiles

## NEED ASSISTANCE?

- Contact MineLife Media for a strategy session to refresh your 2025!!
- Contact MineLife Media for help managing and optimizing your social media presence!