



DIY WoF

Grass Roots Media



Your social media can be like the vehicle that drives people to your business. Is it running smoothly?

Here’s your chance to run a DIY WoF on your social media portfolio.

This isn’t a full diagnostic test, but a quick overview of your pages and test to see how they’re running.

1. First things first - list all of your social media brand ‘vehicles’

Yes, even those business LinkedIn and Pinterest pages that you started but may have been neglecting. Note the last time you posted and give yourself a rating 1-5 on consistency of posting based on frequency of posting. (1 = post when I remember. 5 = I post at least 3x a week every week)

Platform	Last post	Consistency Rating (1-5)

If you have not posted in the last two months, ask yourself: does this platform still serve me and will it drive people to my business?

If yes - it’s time to write a strategy to make sure you stay consistent.

If no - delete that page, at least for now.

Next, the first thing we look at are your cover and profile photos. This is the first impression of your customers and we want to see what they see.

2. Are your cover and profile photos looking good?

These are your first impressions. So check for “dirt on your bumper” and “polish the hood” of your page by making sure your photos are fuzz-free, cropped well, and your branding is evident. [Here's a link to our social media profile sizes.](#)

Tip: if you have your logo in your profile photos, try having a team photo in your cover photos or vice versa!

“First impressions matter. Experts say we size up new people in somewhere between 30 seconds and two minutes. -Elliott Abrams”

3. Are your About Us section/Bios filled in and up to date?

After taking a look at your cover photo, people will take a quick glance at who you are and what you do. Often when people set up a social media page, they write a quick bio and leave it for years. It's good to cast an eye over it and update it periodically.

Do you think it is clear and accurately sums up what you do? Does it capture your brand voice? If you can't tell - ask someone else.

4. Are your contact details (including website) complete and up to date?

You wouldn't pass out a business card with outdated information, right? Social Media is one of the top places people go for more information. Be sure to check all of your platforms!

5. Facebook Only: Do you have reviews enabled and do you have recent reviews?

Reviews are the modern version of word of mouth. Don't forget to ask past and present clients to share their experience with you business!

Congratulations! You have taken the first steps of your social media WoF.

Want an outside perspective? For \$39 one of our team members will review all of the above, answer any questions you have and offer feedback on the following:

- Are you using hashtags relevant to the community you're trying to reach?
- Is your brand voice consistent on all platforms?
- Is your content appropriate for your brand?

If you would like a thorough diagnostic overhaul - be sure to check our full [WoF offer in our services page!](#)