Social Media Audit

Make sure all your accounts are on brand. Proper profile photo, cover photo, icons, bios and descriptions are proper, and URL is correct.

Social Network	URL to Profile	Owner	Mission Statement	Branding Check Y/N

Centralise the ownership of passwords.
For example: have your IT department own the key to all the passwords for the social media profiles.
Use a tool like LastPass to share access on a need to use basis.

Social Network	URL to Profile	Owner	Mission Statement	Branding Check Y/N	Password Centralised Y/N

Create a process for how new clients will be established going forward and create a criteria. Make sure to also take note of who is going to approve the requests.

For example:
Requester:

Who is the target audience?

What type of content will be posted in this profile?

Who is going to respond to the content?

hospitality hub
the industry connected