



ICONIC DETAILS

3C - SOCIAL MEDIA

CONSISTENCY, COHESION & CHARISMA
THE ANATOMY OF GREAT SOCIAL MEDIA

Name:

Company Name:

Phone:

Email:

Address:

Facebook

- Personal Profile Name:
- Business Page Name:
 - Username/Handle: @_____

LinkedIn

- Profile Name:
- Group Name:

Instagram

- Profile Name:
- Username/Handle: @_____

Twitter

- handle: @_____

Youtube

- Channel Name:

ASK YOURSELF...

- Is everything **CONSISTENT**?
 - Do your profile names and handles match? (within reason of variation)
 - Do you have the same profile pictures or is there a new YOU on every profile?
 - Is your contact information up to date?
 - Do you have similarly designed banner imagery?
- Is it **COHESIVE**?
 - Does your platform presence flow across all platforms?
- Is it **CHARISMATIC**?
 - Do your profiles showcase your business, brand and personality?
 - Do they highlight the value you bring to your industry and clientele?
 - Do they show your uniqueness?

GOOD VS. GREAT SOCIAL MEDIA

GREAT SOCIAL MEDIA:

- Profile Picture = A professional headshot image taken within the last 2 years
- Banner images are optimized and updated regularly
- Profile information is completed (the about is complete, website is linked, etc.)
- You're active and engaging
 - When is the last time you posted?
 - Are you being consistent in posting: daily, weekly, monthly, never :)
- You're using all the platform features
 - FB & IG Stories & Highlights
 - IG Linktree
 - LinkedIn Articles
 - Youtube Playlists