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|  | **Annual Social Media Checklist** |
|  | **Your Preferred Social Media Platforms Identified** |
|  | * + **Your Website** *– Required*   + **LinkedIn Profile** *- Strongly Recommended*   + Facebook   + Twitter   + Instagram |
|  | **Website** |
| **Internet outline** | * Annual Review of Static Information   + Update content where required   + Check pages and links * Quarterly Review of Dynamic Information |
|  | **LinkedIn** |
|  | * Annual Review of Your LinkedIn Profile * Annual Updating of your LinkedIn Contacts * Determine Preferred Posting Frequency * Set reminders in Maximizer to stay on track * Post timely things you want to share throughout the year |
|  | **Facebook** |
|  | * Annual Review of Your Facebook Page * Annual Updating of your Facebook Connections * Determine Preferred Posting Frequency * Set reminders in Maximizer to stay on track * Post timely things you want to share throughout the year |
|  | **Twitter** |
|  | * Annual Review of Your Twitter Account * Annual Updating of your Twitter Followers * Determine Preferred Posting Frequency * Set reminders in Maximizer to stay on track * Post timely things you want to share throughout the year |
|  | **Instagram** |
| See the source image | * Annual Review of Your Instagram Profile * Annual Updating of your Instagram Relations * Determine Preferred Posting Frequency * Set reminders in Maximizer to stay on track * Post timely things you want to share throughout the year |