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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
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