

How to Complete Your Social Media Profile

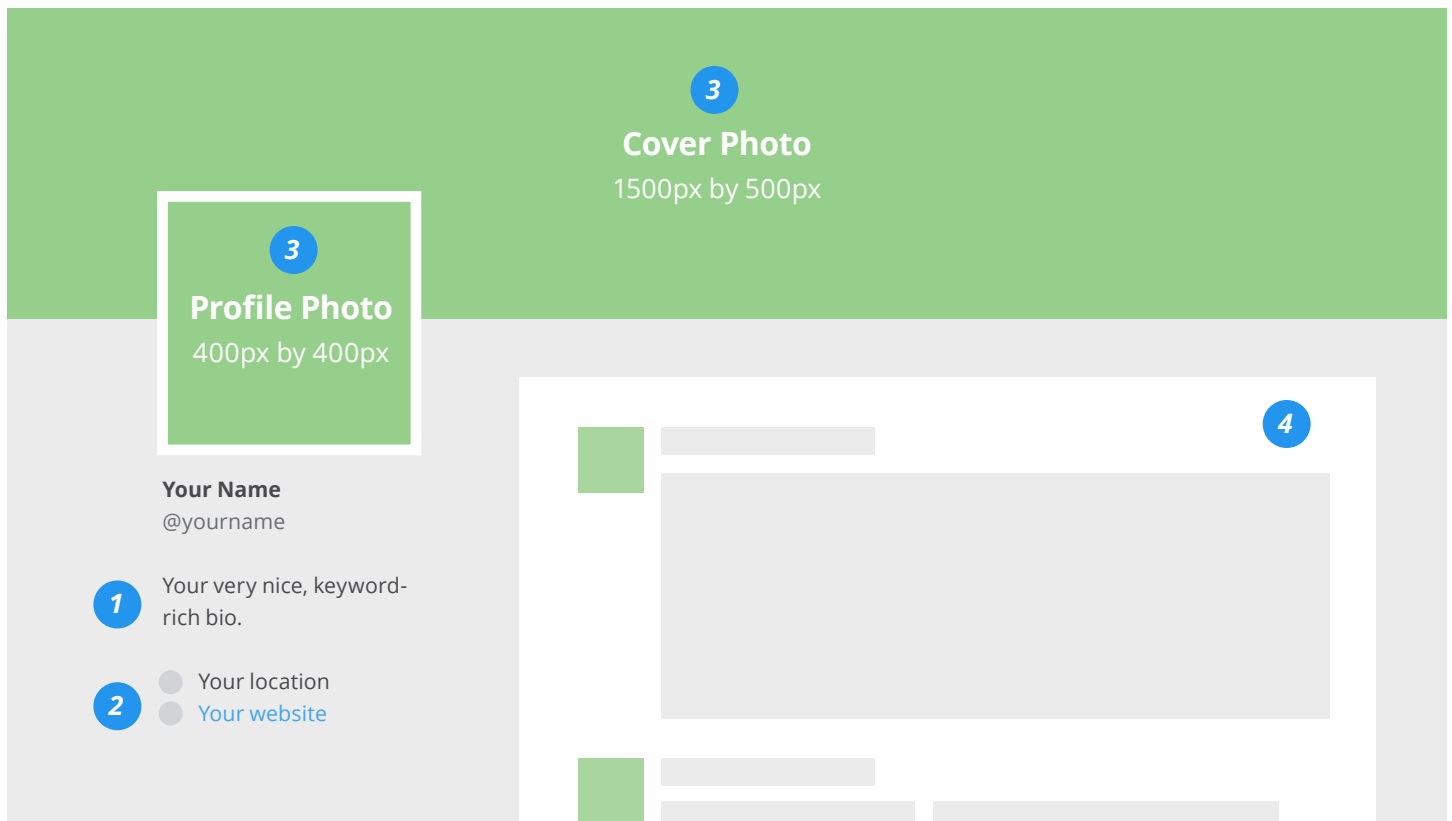
CHECKLISTS



A fully filled-out social media profile gives you the best chance to gain followers and build a solid reputation on social media. For each of the social media channels you choose, take a moment and run through these completion checklists.

Twitter checklist

- 1** Write an [awesome bio](#)
Include one or two select keywords or hashtags
- 2** Add your URL and location
URL is great for adding context, location is great for getting found via search and geographic tools
- 3** Upload a profile picture and cover photo
Check out the image below for what it looks like when someone clicks your username from Twitter's desktop site
- 4** Seed your Twitter account with five to 10 tweets

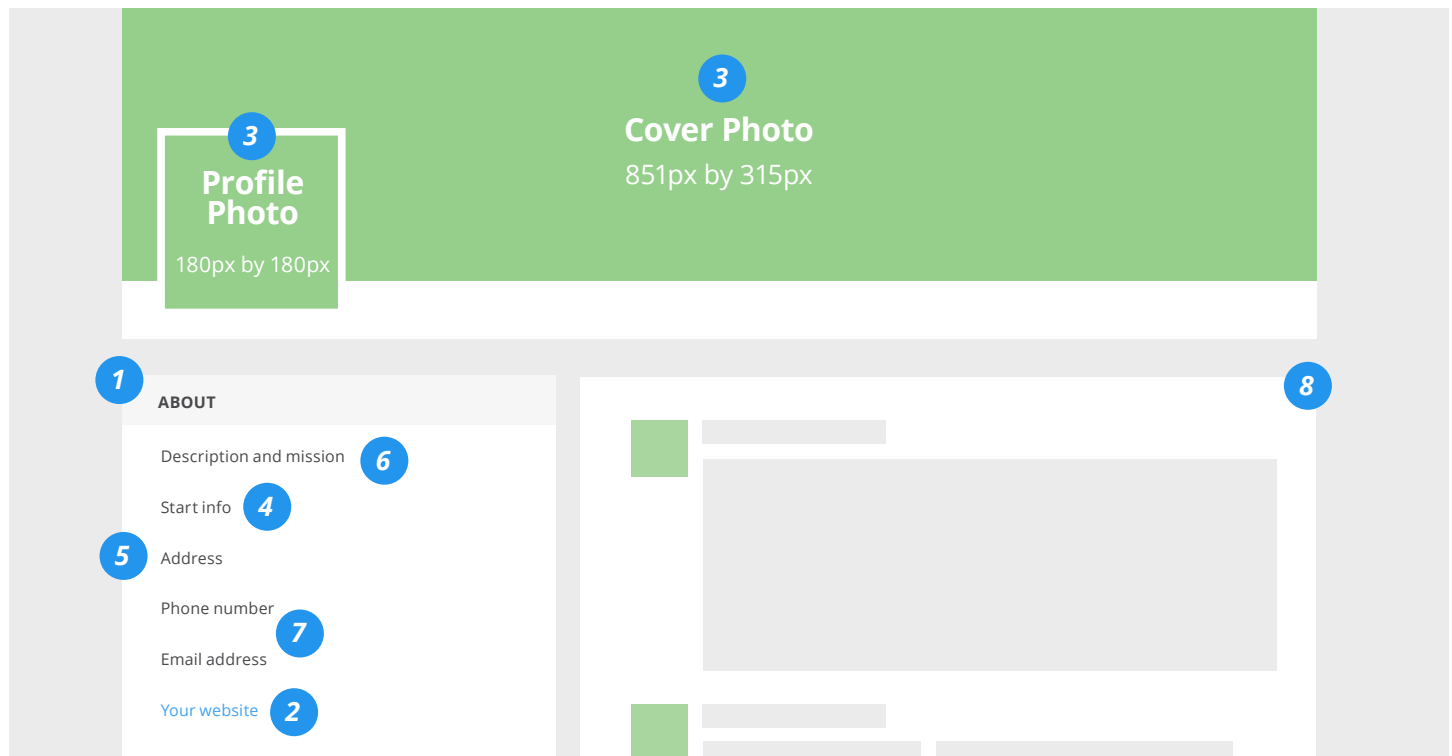


Further reading: [How to Get Your First 1,000 Followers on Every Major Social Network](#)

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Facebook checklist

- 1** Fill out the About section
- 2** Add your URL
- 3** Add your profile picture & cover photo
- 4** Add your Start info
- 5** Include your Address (for brick-and-mortar businesses)
- 6** Write a long description and mission
- 7** Include a phone number and/or email address
- 8** Create several updates so there is content on the page



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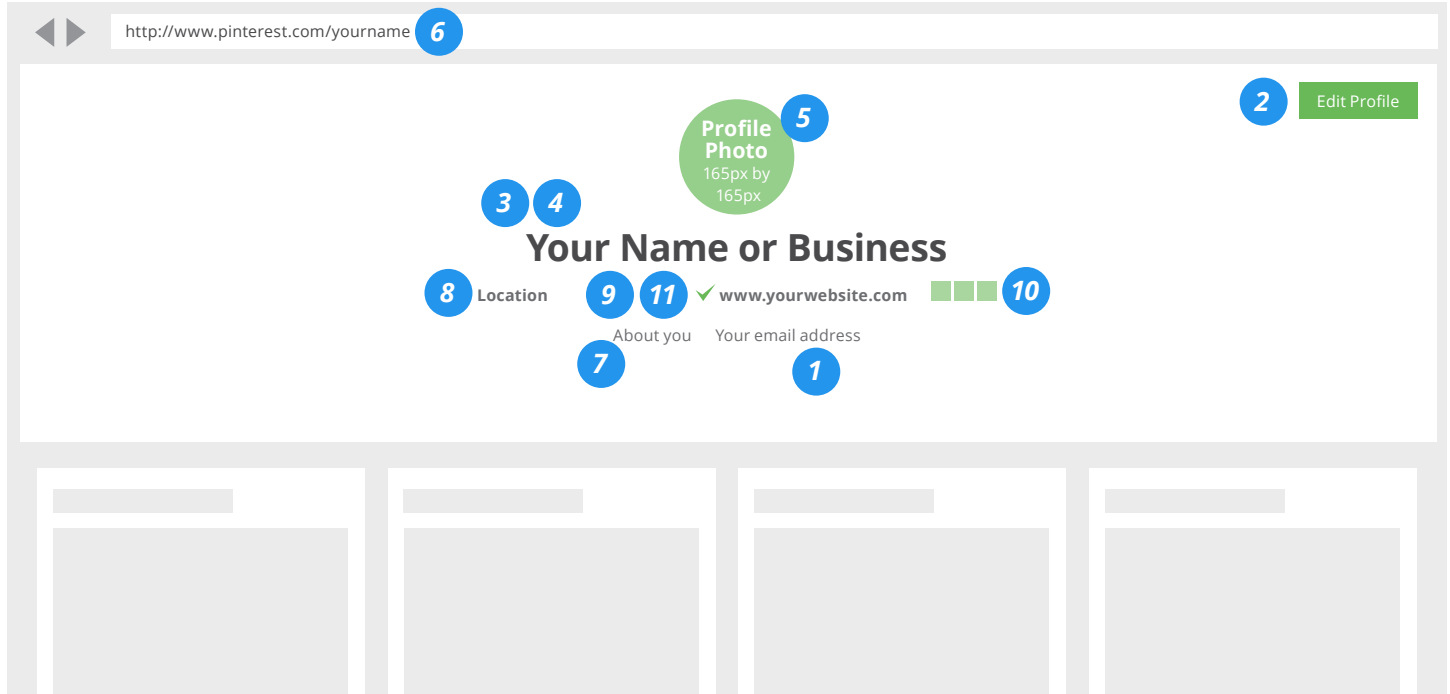
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Pinterest checklist

- | | |
|---|--|
| <input type="checkbox"/> 1 Add your email | <input type="checkbox"/> 8 Add your Location |
| <input type="checkbox"/> 2 Select your business type | <input type="checkbox"/> 9 Add your URL |
| <input type="checkbox"/> 3 Add your contact name | <input type="checkbox"/> 10 Connect your social networks |
| <input type="checkbox"/> 4 Add your business name | <input type="checkbox"/> 11 Get Verified |
| <input type="checkbox"/> 5 Upload a profile picture | <i>For the website, Pinterest can step you through verification options that will help with their Rich Pins services as well as add a verified icon to the website on your profile, which may give potential followers more confidence in following you.</i> |
| <input type="checkbox"/> 6 Create a custom username and vanity URL | |
| <input type="checkbox"/> 7 Fill out the About section | |

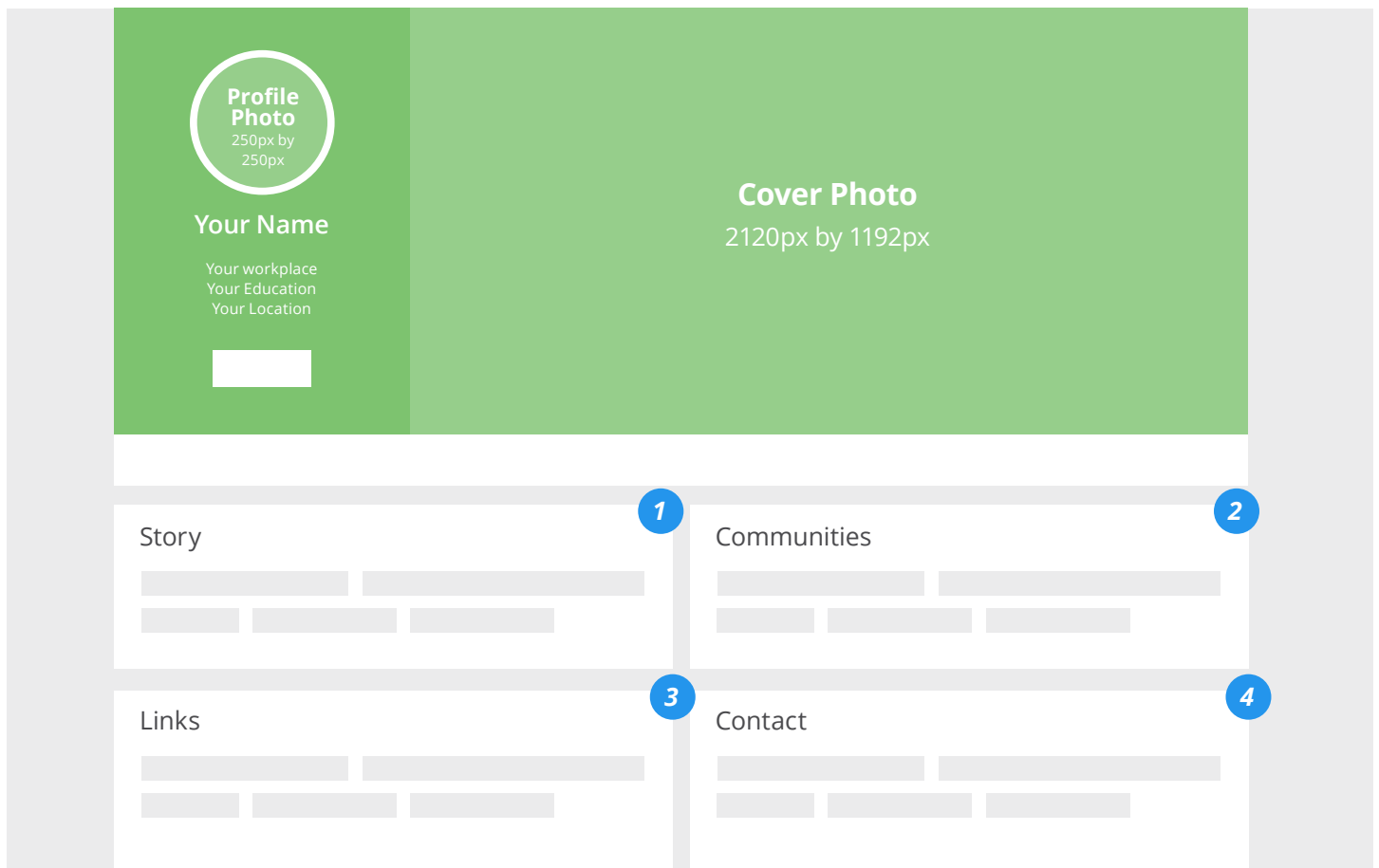


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Google+ checklist

- 1** Write your Story
Your tagline, introduction paragraph, and bragging rights
- 2** Add your communities
The Google+ communities you've joined
- 3** Fill in your links
Your website, YouTube, and custom links
- 4** Add your contact information
Email, phone, and physical address (for brick-and-mortar businesses)

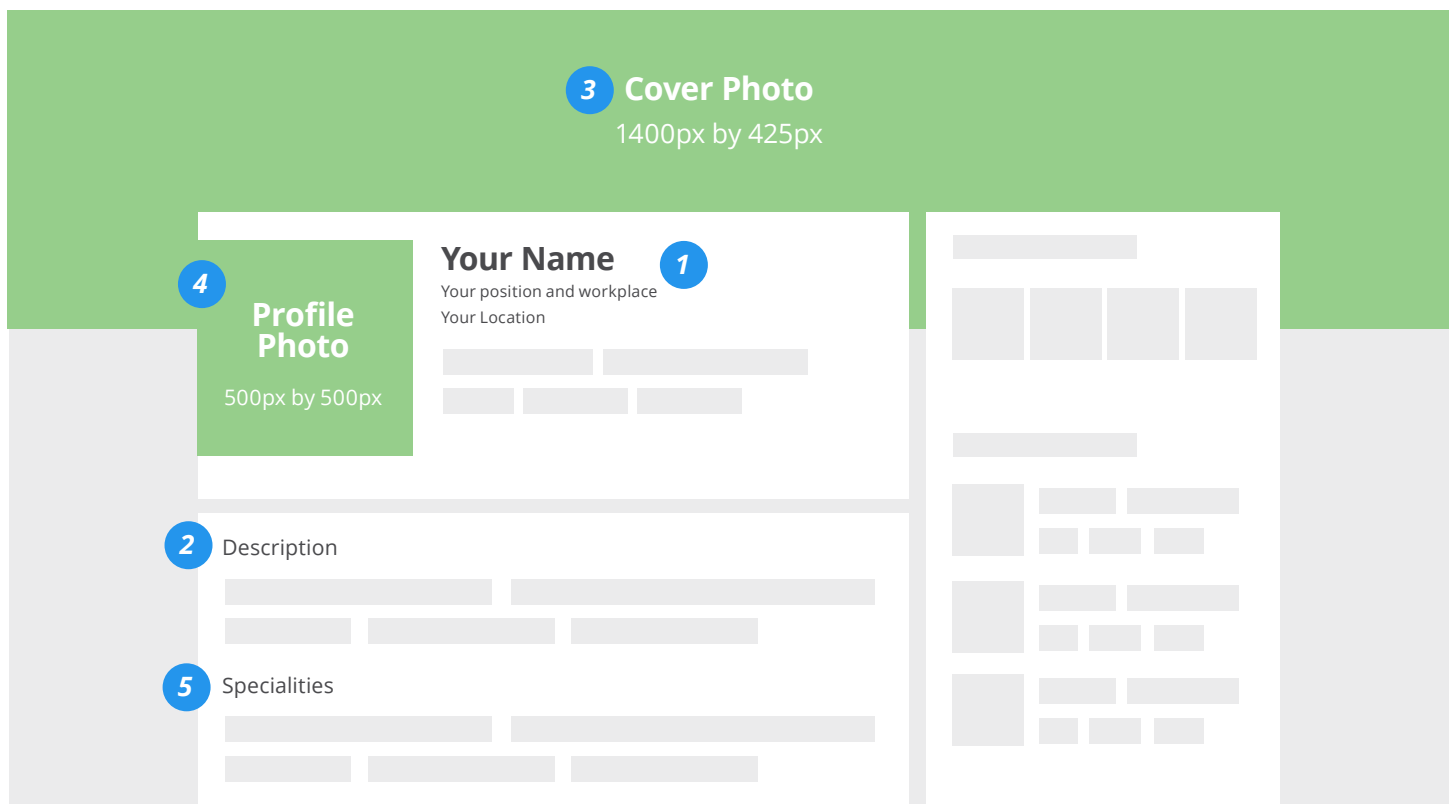


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LinkedIn checklist

- 1** Add your company name
- 2** Include a description
- 3** Upload a cover photo
- 4** Upload a profile photo
- 5** Include your company specialties

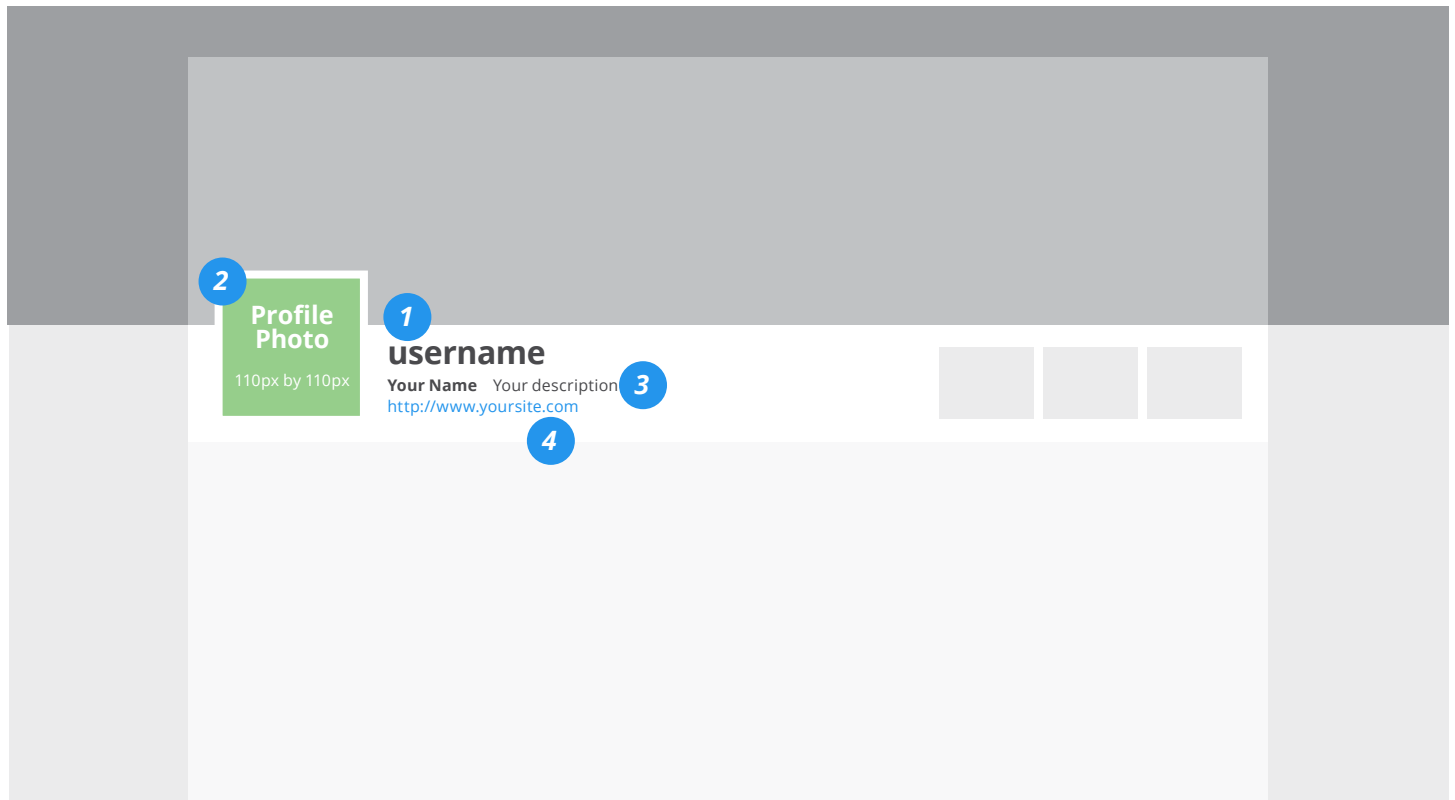


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Instagram checklist

- 1** Add your name
- 2** Upload a profile photo
- 3** Write a description
- 4** Include a link in the description



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