7-Step Social Media Deep Cleaning

My 5-minute social media audit is a good annual spot-check to make sure all your social sites are in good shape. Zoho has tips for a social media deep cleaning to be sure all your social media channels are on brand and working for you - not against you!



1. Complete My 5 Minute Social Media Audit --> https://www.checkli.com/checklists/catherinerussell/5-minute-social-media-audit
2. Secure Your Accounts: Change passwords for social pages/profiles every few months; use two-factor authentication to secure the channel; review the admin panel for member roles and access settings.
3. Perform CPR On Old Content: Look for things that are old and outdated. Delete inaccurate or off-brand posts.
4. Weed Out Fakes, Spammers and Bots: Remove followers who are abusive or look dubious. Tools like ManageFlitter or Follow Cop can help you identify and remove suspicious followers.
5. Revive Missed Connections: Look for feedback you missed responding to. Reply to old conversations with updated information.
6. Review Overall Content Strategy: Are you cross-posting to optimize each channel? Is brand messaging consistent on all channels?
7. Kill Failing Networks: Focus your energy on the channels that work.