

A really helpful social media guide

Module 4: Tips for optimising your social channels

Quick health check

Take a moment to check in on your social media presence. Ask yourself:

Are your profiles up to date?	Y/N
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Are you posting regularly?	Y/N
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Are you engaging with comments?	Y/N
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Are your followers growing?	Y/N
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Are you seeing leads or traffic from social?	Y/N
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Are you tailoring your content to suit each platform?	Y/N
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Then go a step further. Are your social channels helping you:

Stay in touch with clients?	Y/N
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Get feedback?	Y/N
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Reach more people?	Y/N
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Learn about your market?	Y/N
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Build client networks that lead to sales?	Y/N
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Advertise and generate leads?	Y/N
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Strengthen your brand and profile?	Y/N
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If you answered “no” to several of these, it might be time to refresh your strategy. Focus on one or two channels that work well for you. It’s better to show up consistently than to spread yourself too thin.

A checklist to polish your profiles

Give your social profiles a quick refresh with tips that help you look professional, stay consistent and make it easy for clients to connect.

General

- Use a clear, high-quality logo as your profile picture
- Add a branded banner or cover image
- Make your website link easy to find and click
- Write a short, clear bio that reflects your value
- Include contact details or booking links if relevant

Facebook

- Use a business page, not a personal profile
- Add a call-to-action button (e.g., “Contact Us” or “Book Now”)
- Pin a welcome post or key update

LinkedIn

- Use a professional headshot or logo
- Write a clear headline that reflects your role and value
- Fill out the “About” section with client-focused messaging
- Share recent wins, updates, or market insights
- Add featured content (e.g., blogs, videos, guides)

Instagram

- Use a recognisable logo or friendly team photo
- Add a short bio with emojis or keywords
- Include a link-in-bio tool (e.g., Linktree) for multiple links
- Use Highlights to showcase client stories, FAQs, or tips
- Keep your grid visually consistent with brand colours

YouTube

- Use a branded banner and logo
- Write a clear channel description with keywords
- Organise videos into playlists by topic
- Add links and contact info in video descriptions
- Use thumbnails that are clear and visually appealing

TikTok

- Use a friendly, authentic profile image
- Keep your bio short and relatable
- Link to your website or Linktree
- Pin top-performing or introductory videos
- Use trending sounds and hashtags wisely

Thinking about paid social?

Paid ads could help you grow faster - but only if your content is relevant and click-worthy. Use them to:



**Stay connected
with clients**



**Drive traffic to a
new offer or campaign**



Reach a specific group
(like first-home buyers
or self-employed clients)

Start small, test what works and always link to something useful.



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