

*Sure you clean your house, even your office but how about your social media accounts? When was the last time you cleaned those out? Our online lives can get just as cluttered as our desks. Below are some helpful tips to give your social media accounts a thorough cleaning.*

**The Basic Cleaning Essentials:** These can be done throughout all your social media accounts.

- **Update your profile photo:** If your profile picture is more than a year or two old, replace it with a current professional head shot or your company logo.
- **Update your cover photo:** The cover photo is the first thing potential clients notice when they visit your page. Consider hiring a professional photographer to take a photo of your office, team or using a high-quality photo of a local area landmark.
- **Update your Personal Information:** Make sure your bio and current contact information is up to date, include your website and any other social media accounts you would like your clients to visit.
- **Update your Business Information:** Make sure your hours of operation, address, website and contact information is up to date.

## FACEBOOK

- **Update the About Section:** Make sure the About section is current and up to date listing all the relevant information about you, your team and business.
- **Add Your Business Name to Your URL:** Check to see if you can change your facebook URL to include your business name. Example: [www.facebook.com/YourBusinessName/](http://www.facebook.com/YourBusinessName/).
- **Clean Out the Clutter:** Go through your "friends", "pages" and "groups" removing any unnecessary groups you no longer want to be in and unfriend/unfollow any people or pages you no longer wish to keep in contact with. Spring cleaning tip: Want to keep a friend or page but not have their post show up in your news feed? Simply click on icon in the top right of one of their posts and choose "Hide Post" to remove them from showing up in your News Feed.

## TWITTER

- **Review your posts:** Are there any that aren't appropriate for your business? If so delete them.
- **Check your App Permissions:** See which apps or sites you

have given permission to access your profile and remove any that are no longer useful or relevant.

- **Organize followers into Lists:** Organize your friends, family and business contacts into separate lists.
- **Who are You Following/Who's Following You:** Go through all accounts you follow and remove any that are not relevant to your business or personal life, mute anyone you want to stay following but don't want to see their tweets. Check your followers for Spam accounts or any old contacts you want to delete

## LINKEDIN

- **Update Your Summary:** Update your profile summary with any new skills or job information.
- **Update Your Resume:** Did you change jobs, get a promotion or learn any new skills or certifications? Add them to your resume to make sure it is current.
- **Ask for Recommendations:** Previous customers and fellow industry professionals are a good source for recommendations, so ask if they will consider adding one to your profile.
- **Check your Connections:** Go through your current network of connections on LinkedIn and update your list. Add any new connections you may have made and remove any you no longer need.
- **Join a few Groups:** Find a few industry related groups on LinkedIn to join.

## PINTEREST

- Delete any old or irrelevant pins.

## INSTAGRAM

- Delete any inappropriate images or ones that don't reflect your profession.
- Unfollow any inappropriate or unnecessary accounts.