

The 2026 Social Media Refresh Checklist

Phase 1

The "Search-First" Bio Audit

- Name Field SEO:** Does your name field include your primary industry keyword? (e.g., "Agency Name | SEO & Social Dublin").
- The 3-Second Value Prop:** Does your first line explain exactly what you do and who you do it for?
- Trust Signals:** Have you included a recent stat or achievement? (e.g., "Helping 50+ Hospitality Brands Scale").
- Handle Consistency:** Are your handles identical or similar across all platforms for cross-channel recognition?
- Keyword Tags:** (LinkedIn/Facebook) Are your "Specialties" or "Interests" updated with 2026-relevant terms?

Phase 2

Content & Aesthetic Cleanup

- Archive Outdated Offers:** Remove or archive posts promoting expired sales, 2024/2025 events, or discontinued services.
- Grid Check:** Does the first 9 - 12 posts on your grid reflect your current brand identity and top-tier services?
- Pin Your Best Work:** Have you "pinned" 3 posts that show:
 1. Who you are?
 2. A major client success?
 3. Your most popular service?
- Comment Moderation:** Have you purged bot-driven spam or malicious links from your recent posts?
- Story Highlights:** Are your "Cover" images consistent? Are the stories inside still relevant?

Phase 3

Community & Reputation Audit

- Follower Purge:** Have you removed obvious "ghost" or bot accounts to increase your organic engagement rate?
- Tagged Content Review:** Have you untagged your brand from irrelevant, low-quality, or spammy posts?
- Direct Message (DM) Cleanup:** Are all inquiries answered? Have you archived old conversations to keep your inbox manageable?
- Impersonator Check:** Search your brand name. Report any fake or "shadow" accounts that might be confusing customers.

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Phase 4

Security & Technical Health

- Link-in-Bio Test:** Click every single button. Do they lead to the correct 2026 landing pages?
- Mobile Experience:** Does your website/landing page load in under 3 seconds on a smartphone?
- 2FA Setup:** Is Two-Factor Authentication enabled via an authenticator app (not just SMS)?
- App Permissions:** Have you revoked access to third-party apps (e.g., old schedulers or analytics tools) you no longer use?
- Page Permissions:** Check who has access to your Facebook and LinkedIn pages and consider changing the passwords to your TikTok, Instagram & X (Twitter) accounts
- Contact Sync:** Is the "Email" and "Call" button correctly linked to your current business lines?