

SEMI-ANNUAL SOCIAL MEDIA CHECKUP

Review every 6 months to ensure your social media accounts are secure, compliant & risk-free

INVENTORY

- Review social media directory, check links, ensure pages are still accessible
- Check for any new pages created, add to directory if found
- Check for imposter/unauthorized pages and report

If you don't have a page directory, get one started with these elements:

- Network type
- Page Name
- List of Admins



ACCESS & SECURITY

- Check for staff changes and update roles and access as needed
- Review user roles on management tool level
- Remind all users to refresh their passwords
- Verify roles/user access on third-party apps (Hootsuite, ArchiveSocial, etc.)
- Check for updated network privacy settings

Consider reviewing sooner than 6-months

- Staff roles & access
- New pages created
- Network privacy settings
- Performance based on defined metrics



POLICY & PRACTICE

- Review policy and update as needed
- Update staff on any policy changes
- Review blocked user lists
- Evaluate pages for performance based on chosen metrics and consolidate as needed
- Check links to website and policy, and ensure still connected
- Make sure accounts are connected to your Archive