

# Social media spring cleaning

## CHECKLIST



### Update your profile information

Review and update your social media profiles with current information, photos, & branding.

### Audit your social media content

Audit your social media content and performance metrics to identify what works and what needs improvement. Here are a couple of metrics to look at:

- **Audience growth rate:** measures how many new followers your brand gets on social media within a certain amount of time.
- **Engagement rate:** measures the number of engagements (e.g. reactions, comments, and shares) your content gets as a percentage of your audience.

### Remove outdated posts

Delete or archive any outdated posts that are irrelevant, misleading, or no longer align with your brand voice and goals.

### Create a content calendar

Create a content calendar and strategy for the upcoming season, incorporating seasonal themes, trends, and events.

[Click here](#) for tips on scheduling a month's worth of content at a time.

### Utilize AI to save time

With AI Social Posts, you can quickly create social media posts that are tailored to your prospects' behaviors and preferences.

Respage Gold package customers have access to 20 [AI Social Posts](#) per month.

