

How to Spring Clean Your Social Media Strategy for 2021

AUDIT PROFILES AND BIOS

Go through all your social media profile pages and check that they still accurately reflect your brand identity. And while you're there, see if you can optimize them to make them more compelling. An attractive profile can turn an interested reader into a long-term follower and customer, so make sure every profile is 100 percent on-point.



CHECK MEDIA QUALITY

Review all your profile logos, photos, videos, and other media to make sure they're up to standard, technically. An acceptably low-grade image uploaded a few years ago can send a very poor impression today.



REVIEW ACCOUNT SECURITY & CONTENT QUALITY

There's a large intersection between social media and content marketing, so make sure the two disciplines combine as well as they can. Which content posted to your accounts has stopped performing as well as it did, and could use a nudge from new social activity?



TIGHTEN UP YOUR CALENDAR

A social media presence that works in fits and starts will never be as effective as one with disciplined, well-planned output. How tight is your content and posting calendar? How central is it to your strategy? If this is an area where your organization is lacking, paying it a little attention can bring lasting returns.



ANALYZE YOUR COMPETITION & REVIEW YOUR METRICS

How do you know if your marketing strategy is successful? The metrics you're using may no longer be giving you the clearest picture. Review which of your metrics still really matter, and see if you can define any new ones to give you a better insight into your overall progress.



ASSESS PLATFORMS

Lastly, one or two highly effective social channels will bring much better results than many mediocre accounts spread across every conceivable platform. Which platforms are driving worthwhile results, and which ones are simply resource drains?

