

# The Social Presence Alignment Checklist

Every profile should contain:

## Consistent Branding

Use the same:

- Professional headshot
- Company logo (if applicable)
- Brand colours
- Visual style
- Professional title
- Core messaging

When someone visits multiple profiles, they should instantly recognize your brand.

The goal is simple:

**One professional. One message. One brand.**

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## Consistent Positioning

Your profiles should clearly communicate:

- Who you help
- What you help them achieve
- Your area of expertise
- Your credentials and experience
- How people can learn more

Avoid vague descriptions.

Be specific.

People should understand your expertise within seconds.

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## Complete Information

Most professionals leave profiles half-completed.

This is a mistake.

Complete every relevant section available on each platform.

Include:

- Professional headline
- Detailed bio
- Credentials
- Certifications
- Services
- Website links
- Contact information
- Authority Asset links
- Professional achievements
- Media appearances
- Publications
- Awards (where applicable)

The more relevant information you provide, the easier it is for potential clients to evaluate your expertise.

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## LinkedIn Optimization

LinkedIn is often the most important professional profile.

Review and update:

### Profile Photo

Use a professional, high-quality headshot.

### Banner Image

Use a branded banner that reflects your expertise and includes a simple message or call-to-action.

### Headline

Clearly state:

- Who you help
- What you help them achieve

### About Section

Explain:

- Your expertise
- Your experience
- Who you help
- Your Authority Asset

## Featured Section

This is one of the most valuable sections on LinkedIn.

Add:

- Your Authority Asset
- Webinar registration page
- Guide download page
- Video presentation
- Educational resource

The Featured section should make your Authority Asset immediately visible.

## Contact Information

Include:

- Website
  - Email (if appropriate)
  - Booking page
  - Authority Asset link
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## Facebook Optimization

Many professionals overlook Facebook.

Potential clients often don't.

Review:

### Profile or Business Page Photo

Use the same professional image used elsewhere.

### Cover Image

Use consistent branding and messaging.

### About Section

Clearly explain:

- What you do
- Who you help
- Your expertise

## Action Button

Use the most relevant button:

- Learn More
- Contact Us
- Book Now
- Sign Up

Link this button directly to your Authority Asset whenever possible.

## Featured Content

Pin important posts that direct people to your Authority Asset.

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## Instagram Optimization

Instagram profiles have limited space, making every word important.

### Profile Photo

Use the same professional image used across platforms.

### Bio

Clearly communicate:

- Who you help
- Your expertise
- Your niche

### Link in Bio

This is your most important Instagram asset.

Use it to direct visitors to:

- Your Authority Asset
- Webinar registration page
- Guide download page
- Video presentation
- Resource hub

Do not waste this opportunity.

### Story Highlights

Create highlights such as:

- About
- Success Stories
- Resources
- FAQs
- Start Here

These help visitors quickly understand your expertise.

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## YouTube Optimization

Even if you only have a few videos, your YouTube profile should support your Authority Engine™.

### Channel Banner

Use consistent branding and messaging.

### About Section

Clearly explain:

- Who you help
- What you teach
- What viewers can expect

### Channel Links

Add:

- Website
- Authority Asset
- Booking page
- Other key resources

### Video Descriptions

Every video should include:

- Authority Asset link
- Website link
- Contact information
- Clear next step

Never assume viewers will search for additional information.

Guide them.

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## Your Assignment

Review every social profile and online platform you currently use.

For each profile ask:

1. Is my branding consistent?
2. Is my expertise clear?
3. Is the profile complete?
4. Is my Authority Asset visible?
5. Is there a clear next step?

Make updates wherever necessary.

Remember:

Your goal is not to become active on every platform.

Your goal is to ensure that every platform you already have supports your Authority Engine™.