



## Project Platforms Checklist

Client Name/Campaign Name:

Gmail Account		Completed? (Yes/No)
Set Up Date		
Email Attached		
Username/Password		
Admin Status		

Google Alerts		Completed? (Yes/No)
Set Up Date		
Email Attached		
Keywords	1.	
	2.	
	3.	



## Digital Platforms Admin and Checklist

Facebook		Completed? (Yes/No)
<b>Personal Profile</b>		
Set Up Date		
Email Attached		
Username/Password		
Admin Status		
Customization	1. Timeline Graphic	
Optimization	1. Basic Information	
<b>Business Pages:</b>		
Set Up Date		
Email Attached		
Username/Password		
Admin Status		



## Digital Platforms Admin and Checklist

Customization	1. Header Graphic/Video/Slider	
	2. Name/Links	
Optimization	1. Basic Information	
<b>Groups:</b>		
Set Up Date		
Email Attached		
Group Type		
Group Privacy Type		
Customisation	1. Group Graphic	
	2. Name	
Optimization	1. Basic Information, Guidelines, Tabs	
	2. Tabs and Call to Action	
	3. Guidelines, About, Links	



## Digital Platforms Admin and Checklist

Twitter		Completed? (Yes/No)
<b>Main Account:</b>		
Set Up Date		
Email Attached		
Username/Password		
Admin Status		
Customization	1. Background Graphics	
Optimization	1. About/Bio Information	
<b>Niche/Support Accounts:</b>		
Set Up Date		
Email Attached		
Username/Password		
Admin Status		



## Digital Platforms Admin and Checklist

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Customization	1. Background Graphics	
Optimization	1. About/Bio Information	



## Digital Platforms Admin and Checklist

YouTube Account		Completed? (Yes/No)
Set Up Date		
Email Attached		
Username/Password		
Admin Status		
Customization	1. Background Graphics	
Optimization	1. About/Bio Information	



## Digital Platforms Admin and Checklist

Pinterest Account(s)		Completed? (Yes/No)
Set Up Date		
Email Attached		
Username/Password		
Admin Status		
Customization	1. Cover Graphic Created	
Optimization	1. Account Information	
	2. About/Bio Information	
Boards Created:		



## Digital Platforms Admin and Checklist

Google+		Completed? (Yes/No)
<b>Personal Profile</b>		
Set Up Date		
Email Attached		
Username/Password		
Admin Status		
Customization	2. Timeline Graphic	
Optimization	2. Basic Information	
<b>Business Pages:</b>		
Set Up Date		
Email Attached		
Username/Password		
Admin Status		
Customization	1. Timeline Graphic	





## Digital Platforms Admin and Checklist

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Optimization	1. Basic Information	
Google Local		
Page Analytics		



## Digital Platforms Admin and Checklist

Blog/Website		Completed? (Yes/No)
<b>Home page/Landing page</b>		
Set Up Date		
Email Attached		
Username/Password		
Admin Status		
Customization	Header Graphic/Logo	
	Video	
	Sign-up Form	
Optimization	Basic Information/Keywords	
	Social Media Buttons	
	RSS Feed	
<b>Blog Categories/Structure:</b>		
Set Up Date		
Email Attached		
Username/Password		
Admin Status		
Customization	1. Graphic	



## Digital Platforms Admin and Checklist

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Optimization	1. Basic Information	



## Digital Platforms Admin and Checklist

Podcasts		Completed? (Yes/No)
URL		
Personal Profile		
Set Up Date		
Email Attached		
Username/Password		
Admin Status		
Platform/Distribution		
Customization	3. Timeline Graphic	
Optimization	3. Basic Information	



## Digital Platforms Admin and Checklist

Instagram		Completed? (Yes/No)
<b>URL</b>		
<b>Personal Profile</b>		
Set Up Date		
Email Attached		
Username/Password		
Admin Status		
Customization	1.Profile Graphic	
Optimization	1.Basic Information	
	2.Hashtags	
<b>Instagram Stories</b>		
<b>Business Profile</b>		
<b>URL</b>		
Set Up Date		
Email Attached		



## Digital Platforms Admin and Checklist

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Username/Password		
Admin Status		
Customization	1.Profile Graphic	
Optimization	1.Basic Information	
	2.Hashtags	