



Optimizing Social Media Profile of Founders and Management of CSO

Review progress in Master Checklist

Profile Setup

- Add a Username/Vanity URL that are consistent throughout different Social Media Channels (go to settings, general, username)
- Update profile information (make your professional title visible)
- Upload Action-Shot Profile Picture
- Brand your background/cover images with your personal interests and with your CSO
- Insert bio
- Insert Work Experience
- Share content related to the Social Change that your CSO is advocating
- Be active every day and interact with others
 - Reply Comments or Questions
 - Retweet audience {if applicable}
- Add Milestones Section to demonstrate all important dates for you or your organization