Summer challenge #3: Clean up your social media act

Are you happy with your social media presence? If so, then please feel free to ignore this post. If you want to improve your social media presence, this post is for you.

Now, let's take a look at your social media presence and then decide if you need to clean up your act. It's my summer challenge to you!

First, you may want to conduct a **social media audit** on yourself. A simple one would be to create a chart listing where you have social media presence, how many followers you have and how many posts you have in each channel. For more advanced audits, you may want to check out these articles:

The 15-Minute Social Media Audit Everyone Can Do

Auditing Your Social Media Content: 5 Issues to Tackle

Good. Now we know where you are.

Now, here are some suggestions for where to start "cleaning up" you social media:

Clean up your bio. Do you describe yourself consistently across social media?Is it time to update your bio? Has anything changed, perhaps you have a new website/business/focus?

Clean up your image (I mean your profile pic). Do you use the same image across social media channels? Is it a current picture? Is it flattering?

Clean out your Twitter lists. Are you following the people you want to follow? Are there people that just clutter your stream with information you are not interested in? Perhaps it's time

to unfollow.

Clean out your RSS reader. Do you enjoy reading all the feeds in your RSS reader? No? Well then get rid of those that you don’t enjoy.

Clean out your LinkedIn connections. Are the people in your network people you know? Could you reach out and ask for an opinion, referral or coffee date? No? Maybe you need to cull down your contacts. Your network should be more about depth than about breadth.

Again, these are a few suggestions. You may find that you want to concentrate on just one social network, or think about your overall strategy. What would you clean up? Please tell me in the comments.

Happy cleaning!