



YOUR SOCIAL MEDIA HEALTH CHECK

GET NOTICED. GET SOME ACTION.
AND IMPORTANTLY, GET PAID.

A quick + easy guide to
check your socials are
actually working for you.



FIRST, A LITTLE ABOUT ME...

HOWDY, I'M KARA

Social media marketer, manager & all-round small business cheerleader.

I spent 7 years running my own business in the wedding and events industry + working for several other small business owners in varying industries, so I know just how hard it is to manage everything - let alone become a marketing expert too.

That's why I've made it my mission to help small business legends (like you) create confident, kick-arse content that makes your business shine online - minus the stress, BS and second guessing.

HERE'S THE DEAL:

Social media is one of the most powerful tools available to small business owners - but it can also be one of the most overwhelming, time-consuming and confusing tasks on your to-do list.

The truth is, your social media should be working for you - bringing in enquiries, building trust and helping you sell.

But what it really feels like is wondering what to post, second-guessing every caption and spending hours creating one piece of content for it to get crickets...right!? RIGHT.

THAT'S WHERE THE SOCIAL MEDIA HEALTH CHECK COMES IN.

Think of it as your no-fuss roadmap to identify what's working, what's not, and what you can tweak (or seek professional help with) to get better results without burning out (or yeeting your phone in the bin).

This isn't about pointing out what's 'wrong'. It's about helping you focus on the areas that will actually make your dream clients sit up, take notice, and convert into paying customers - without feeling overwhelmed and like you have to do it all at once.

STEP 1: BIO & PROFILE OPTIMISATION

YOUR SOCIAL MEDIA BIO IS YOUR FIRST IMPRESSION – AND IT SHOULD WORK HARD FOR YOU. IN JUST A FEW SECONDS, IT NEEDS TO TELL YOUR IDEAL CUSTOMER:

- WHO YOU ARE
- WHAT YOU DO
- HOW YOU'RE THE PERSON OR HOW YOUR PRODUCT CAN HELP (MAKE LIFE EASIER, BETTER, MORE FUN, OR MORE PROFITABLE)
- AND IMPORTANTLY, WHAT COURSE OF ACTION YOU WANT THEM TO TAKE NEXT

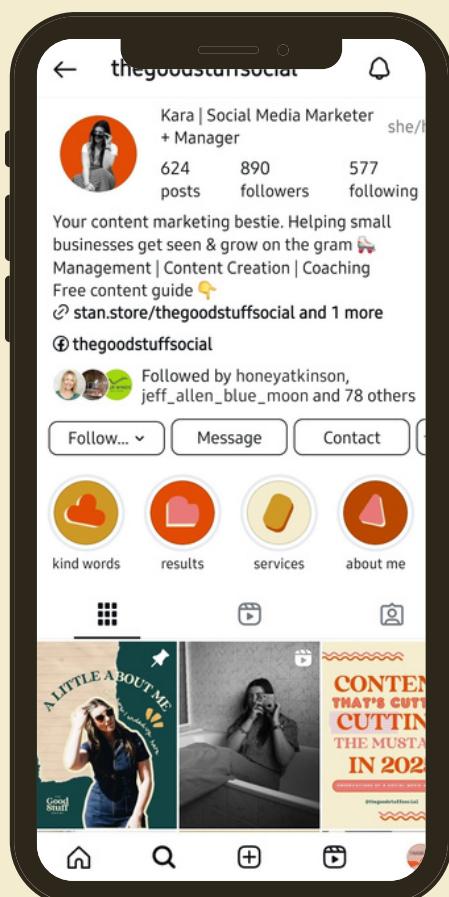
THINK OF IT AS YOUR ELEVATOR PITCH, PACKED INTO A FEW POWERFUL LINES.

ASK YOURSELF:

- ★ Is it crystal clear what I do and who I help?
- ★ Have I used keywords that help my SEO ranking and my ideal customer find me through searches?
- ★ Do I have a strong, action oriented CTA (e.g. visit my site, book a call, DM me, download something)?
- ★ Is my profile photo high quality, on-brand and easy to recognise?
- ★ Is my handle simple, memorable and consistent across platforms?

QUICK FIXES:

- ★ Re-write your bio with your ideal client in mind – speak directly to them.
- ★ Use keywords that your ideal client would use if searching for a product or service like yours.
- ★ Add a clear CTA (and make sure the link supports in – no dead ends).
- ★ Swap out your profile pic if it's blurry, off-brand or unclear.
- ★ Double-check your handle is easy to spell, matches other platforms and isn't too long.



STEP 2: FEED PRESENCE & AESTHETIC



THINK OF YOUR INSTAGRAM FEED AS YOUR DIGITAL STOREFRONT. AT A GLANCE, IT SHOULD TELL AND MAKE YOUR IDEAL CLIENT FEEL:

- I'M IN THE RIGHT PLACE
- THIS B!#CH GETS ME
- I WANT TO KNOW MORE

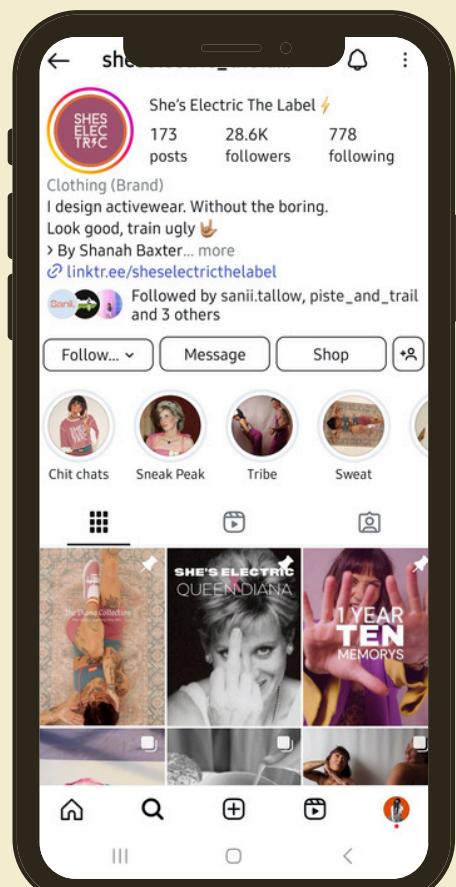
YOUR CONTENT SHOULD REFLECT YOUR BRAND'S PERSONALITY, VIBE AND VALUES – NOT JUST THROUGH YOUR WORDS, BUT THROUGH THE OVERALL LOOK AND FEEL OF YOUR FEED. WHETHER YOU'RE POLISHED AND PROFESSIONAL, WARM AND WELCOMING, FUN AND PLAYFUL OR EARTHY AND ORGANIC, YOUR PROFILE NEEDS TO PASS THE VIBE CHECK.

ASK YOURSELF:

- ★ Does my feed reflect my brand's style (colours, fonts, tone)?
- ★ Are my images clear, high-quality and visually engaging?
- ★ Do my posts tell my story, promote what I offer and invite connection?

QUICK FIXES:

- ★ Scroll through your feed – does it feel visually consistent and aligned with your brand?
- ★ Stick to a consistent visual style, even if it's simple.
- ★ If you haven't invested in professional branding yet, choose 2-3 brand colours and fonts to use regularly across your graphics.
- ★ Use templates to keep things cohesive.
- ★ Make sure photos are well-lit and cropped cleanly.



STEP 3:

CONTENT THAT CONNECTS & CONVERTS

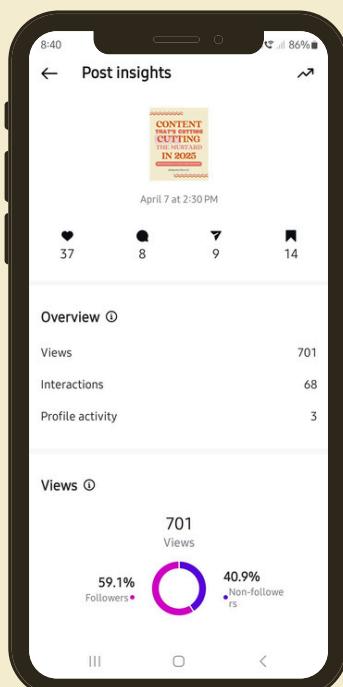
SHOWING UP ONLINE IS ONE THING – SHOWING UP IN A WAY THAT BUILDS TRUST, CREATES REAL CONNECTION AND LEADS PEOPLE TO TAKE ACTION? THAT'S WHERE THE MAGIC HAPPENS.

YOUR CONTENT SHOULD SPEAK DIRECTLY TO YOUR IDEAL AUDIENCE, MAKE THEM FEEL SEEN, AND GENTLY GUIDE THEM TOWARD WORKING WITH OR BUYING FROM YOU.



ASK YOURSELF:

- ★ Am I sharing a healthy mix of content – awareness, engagement and conversion?
- ★ Do my captions sound like *me* and invite genuine conversation?
- ★ Am I using a variety of formats (reels, carousels, stories) to keep things fresh and reach people differently?
- ★ Am I offering value, not just pushing promos?



QUICK FIXES:

- ★ Plan content that meets your audience where they're at: inspire, inform and invite.
- ★ Write like a human, not a robot – let your voice and personality shine through.
- ★ Repurpose what you already have – turn a popular blog post into a carousel, a winning caption into a reel, or a meaningful DM convo into a content idea.
- ★ Add a CTA to most posts, even if it's a simple: 'save this', 'share with a friend' or 'DM me for more'.



STEP 4: ENGAGEMENT & COMMUNITY BUILDING

POSTING IS ONLY ONE PIECE OF THE PUZZLE - REAL GROWTH HAPPENS IN THE COMMENTS, REPLIES AND DMs.

CONNECTION BUILDS COMMUNITY, COMMUNITY BUILDS TRUST AND TRUST BUILDS A BUNCH OF SUPERFANS WHO'LL SPRUIK YOU UNTIL THE COWS COME HOME!

THAT'S WHEN CONTENT STARTS TO REALLY WORK FOR YOU.

ASK YOURSELF:

- ★ Am I replying to comments and DMs in a timely, meaningful way?
- ★ Do I actively engage with my community, not just wait for them to show up?
- ★ Am I connecting with and supporting other like-minded businesses?
- ★ Does my content invite conversation - or is it more of a one-way street?

QUICK FIXES:

- ★ Block out 10-15 minutes a few times a week just for intentional engagement.
- ★ Reply like a human - add warmth, real responses, or follow-up questions.
- ★ Give love to other accounts you admire - comment, share or cheer them on.
- ★ Ask more open-ended questions in your content to invite replies and DMs.

YOUR NEXT STEPS

NOW THAT YOU'VE COMPLETED YOUR SOCIAL MEDIA HEALTH CHECK, IT'S TIME TO REFLECT AND MAKE A PLAN OF ACTION

Identify your top 3 focus areas:

Where do you need to make the biggest shifts right now?

1.

2.

3.

Decide what you can tweak today – and what you might need support with.

What can I do today?

What do I need help with?

READY FOR A LITTLE BACK UP?

YOU'VE JUST TAKEN A BIG STEP BY REVIEWING YOUR SOCIALS - NOW IMAGINE WHAT YOU COULD DO WITH EXPERT SUPPORT TAILORED JUST FOR YOUR BUSINESS.

IF YOU'RE FEELING UNSURE ABOUT WHAT TO TACKLE FIRST (OR HOW TO DO IT), KICKING OFF WITH AN INSTAGRAM PROFILE GLOW-UP IS A REALLY GOOD PLACE TO START.

Book The Quickie Profile Audit: I'll cast my expert eyes over your profile and give you tips and advice on how to make a lasting first impression.



- ★ Learn how to attract potential clients by harnessing the power of keywords.
- ★ Create a stand-out profile that'll hook a viewer from first glance.
- ★ Help your client self-identify with a crystal clear bio.
- ★ Compel your client into action by making the next step super obvious.
- ★ Set your profile up to do the hard work for you, even when you're not 'on'.



Why it's worth it:

- ★ Your online presence will match your small business magic.
- ★ Your profile will act as a 24/7 shopfront, even when you're not online.
- ★ You'll attract the 'right' community into your world with a strategically crafted bio.

The Quickie is the perfect stepping stone to levelling-up your online presence.

LET'S MAKE YOUR INSTAGRAM PROFILE WORK HARDER AND SMARTER FOR YOUR BUSINESS.



**CONGRATULATIONS!
YOU'VE MADE
IT THIS FAR**

**NOW LET'S TAKE THE
NEXT STEP TOGETHER**

[Click here to book
your coaching session.](#)