



Digital capability checklist: Social media

Our series of digital capability checklists are designed to help you identify where your business is on its digital journey and which areas would benefit from further attention.

How to use this checklist

- Tick each statement that genuinely reflects your current business capability.
- Be accurate – this tool is for your benefit, not for external assessment.
- As you complete the checklists in the series, the categories with fewer ticks are your highest priority areas for improvement.
- Use your results to guide which digital information resource to explore on the SBDC website first (smallbusiness.wa.gov.au/digital).

I have identified which social media platforms are most relevant to my target customers and focus my time and resources there.

My business profiles on social media are complete, professional, and consistent with our overall brand.

My business profiles are protected by managing who can publish on them (for example, assigning admins) and risk planning for loss of access.

I ensure I am not reliant on a social media platform as my only online presence and have an owned backup online communications channel, such as a business website.

I post content regularly with a clear purpose and follow a plan or schedule to guide what is posted and when.

My content provides genuine value to our audience - such as useful tips, behind the scenes insights, or special offers - rather than only promotional posts.

I respond promptly and professionally to comments, messages, and mentions on all our social media accounts.

I use images, video, or other visual content to make our posts more engaging and effective.

I track the performance of our social media activity using built in analytics tools and use these insights to improve our approach.

I understand the paid advertising options on our chosen business social media platforms.

I have used, or I have considered, social media advertising.

I have clear guidelines for how our business and staff represent us on social media.

Next steps

- Visit smallbusiness.wa.gov.au/digital for more information on using digital tools in your business.
- As you read through our digital information, complete the self assessment checklists to help you identify areas for improvement.

Turn to us for business support

The Small Business Development Corporation (SBDC) provides free advice and support to small business owners across Western Australia. Call **133 140** or visit smallbusiness.wa.gov.au to find out more.