Cloud Tune-Up and Social Media Audit

Help your organization get smart about the software it uses every day!

What is a Cloud Tune-Up?

A cloud tune-up is how we **categorize, secure, and optimize the software you use every day for your business.** Almost all software in use today is cloud-based. Even traditional software like QuickBooks now often offer cloud-based solutions to allow you to access your data from multiple devices and locations. Cloud-based software looks and feels a lot like traditional software, but has some important differences that your organization needs to pay attention to!

What is a Social Media Audit?

A social media audit is an **overview of your organization's online presence today**. It is a snapshot in time of all the different ways people can find and connect with you. This typically involves reviewing all of your **social media profiles**, such as **Facebook** and **LinkedIn** pages, but also includes your websites, email systems (if using 3rd party email systems such as **Constant Contact** or **MailChimp**), and informational pages that are not directly controlled by you, such as your business profiles on **Google Maps** or **Yelp**.

Cloud Tune-Up Overview

The cloud tune-up consists of several steps:

1. **Identify and categorize** all software currently used by your organization, including social media.
2. **Centralize** all login and password information for all software using a **password manager** such as **LastPass**.
3. Look at ways to **optimize cloud-based software** such as **DropBox**, **MailChimp**, or **Google Apps** to make sure we are using them in the smartest way possible, and that we're not paying for services we don't actually use!

Social Media Audit Overview

The social media audit consists of several steps:

1. Make sure we **secure access** (login/password, and recovery options) to all of the social media profiles that are under our direct control.
2. Identify and **remove imposters** (pages that claim to represent the organization but are not controlled by us).
3. Review each social media profile to make sure that each has **proper branding** and accurately represents the organization graphically and through the displayed content.
4. Centralize all login and password information for every social media profile using a **password manager** such as **LastPass**.
5. **Take a snapshot** of our social media stats at this point in time, and update it periodically to see changes over time.

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Cloud Tune-Up: Password Manager

One of the big differences between cloud-based and traditional software is the importance of passwords. Many of us still think about passwords as if we were back in the 80s, sitting down at our IBM PCs to do word processing and spreadsheets (and maybe play a little minesweeper or solitaire). Back then, passwords were just a way to lock our computers so people coming into the office couldn't use them.

Today, however, your password is your organization's identity. As far as your cloud-based software (or bank or financial institution) knows, anyone with your login information is for all intents and purposes you. That means all of your financial data, spreadsheets, documents, and social media profiles are open to anyone who has access to them – form anywhere in the world!

Password managers store your login information for all the websites you use and log you into them automatically. They encrypt your password database with a master password – the master password is the only one you have to remember. The program then creates unguessable, unbreakable passwords for you.

In addition, it provides security for the organization as a whole, especially when people leave the organization. A password manager will also allow you organization to share passwords temporarily with contractors or other outside individuals, without compromising the security of the entire organization.

THE MISMANAGEMENT PROBLEM

From GoDaddy, to Twitter, to Mailchimp, no online account is safe when password sharing in the workplace isn't managed properly

42%

of people are still able to use passwords from previous jobs
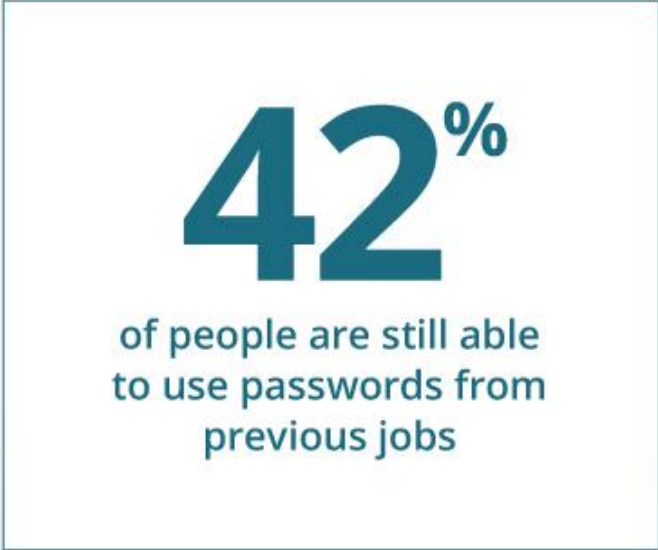
Companies aren't addressing the password problem.

Habits for storing and sharing passwords revealed:

62%	30%	20%	13%	8%	7%
memory	written down	password manager	shared spreadsheet	one password for all systems	email, text or instant message

Cloud Tune-Up: Optimize

Most organizations use cloud-based software (some free, some paid) to do basic tasks like store and share files (Dropbox), create and share documents (Google Apps), and send email to customers or constituents (Mailchimp). Your organization may use some, none, or all of these, but most likely uses something similar.


Optimizing your cloud-based software means looking at how you are currently using such software, and figuring out if there is a better and cheaper way to do so. Perhaps you have a system in place, but it's not working as well or as easily as you had hoped – it's time to fix that!

Social Media Audit: Secure Access

To make sure that we have secure access to all of our social media profiles under our control, we will use a **social media audit template**. This spreadsheet will help us keep track of everything and make sure we don't forget about any of our social media profiles!

Social Media Audit: Remove Imposters

Imposters are social media profiles that we do not control and are confusing or misleading to people trying to find us. Here is an example of an imposter. Note that this is not in any way malicious: it is an entry that was automatically generated by LinkedIn, but it is still confusing - not to mention that it appeared before the organization's actual listing!
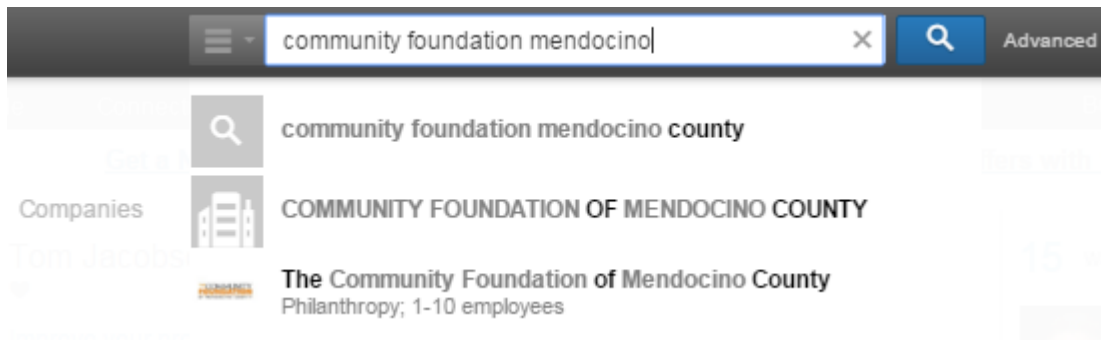
In addition to removing imposters (such as the LinkedIn auto-created business listing) we need to review and update 3rd party listings such as those on Google Maps.

Social Media Audit: Proper Branding

It's important that all social media profiles we own be properly branded. That means, at a minimum, that the images visitors see when they visit are correct and updated with the most recent versions of our logo. It also includes making sure that each profile "looks good" at first glance, and that all of the content people see when they first approach a profile is appropriate and attractive.

Social Media Audit: Snapshot of Social Media Metrics

Using an online shareable spreadsheet, we will record relevant statistics for all social media profiles (including the organization's website and email outreach) at this point in time. For Facebook, this can be as simple as recording the number of people who have liked the page, or it can be more sophisticated - looking at the stats from the weekly admin update, for example.

Here is an example of the kind of data **Facebook** makes available to us: