

ArtistsZone.net

Artists Social Media Checklist

Use this checklist to set up your social media profiles — and to audit them regularly to make sure they're working for you.

Part 1: Social Media Setup Checklist

Complete these steps when setting up each platform for the first time.

LinkedIn

Professional profile photo uploaded

Banner image uploaded (showcases your work or brand)

Headline written (what you do + who you do it for)

About section written (your story, niche, and who you serve)

Featured section added (link to website, Portfolio, or "Hire Me" page)

Portfolio samples added (Media or Featured section)

Contact info completed (email, website, phone)

Website URL added to profile

Custom LinkedIn URL set

Instagram

Professional/Creator account set up (not personal)

Professional/Creator account recommended: A Professional or Creator account gives you access to Instagram Insights (analytics), contact buttons (email, phone, directions), the ability to run ads, and scheduling tools. These features are not available on personal accounts and are essential for growing your audience and tracking what's working.

Profile photo uploaded (your photo or logo)

Bio written (what you do + who you do it for + CTA)

Website or bio link added (your website or Linktree)

Link in bio points to Portfolio, Shop, or "Hire Me" page

Story Highlights created (Portfolio, About, Testimonials, Contact)

First 9 posts published (establishes your grid aesthetic)

Behance

Profile photo uploaded

Bio written (your niche, style, and who you serve)

Website URL added

Contact email added

At least 3 projects published with descriptions and tags

Project covers are consistent and on-brand

Skills and tools listed in profile

Bluesky

Profile photo uploaded

Display name set

Bio written (what you do + who you do it for + website link)

Website URL added to profile

First post published (introduce yourself and your work)

Starter packs or relevant feeds followed (art, design communities)

Part 2: Social Media Audit Checklist

Run this audit every 3 months.

All Platforms

Profile photo is current and professional

Bio or About section reflects your current niche and offerings

Website URL is correct and working

Contact information is up to date

Links in bio or featured sections are working

Content & Posting

Posting consistently (use your Social Media Post Plan to stay on track)

Content mix is balanced (artwork, behind the scenes, testimonials, promotions, educational)

Captions include a clear CTA on every post

Hashtags are relevant and updated

Engagement checked — responding to comments and messages promptly

LinkedIn Audit

Featured section links are working and current

Portfolio samples are current and represent your best work

Headline and About section still reflect your niche and offerings

Instagram Audit

Link in bio is working and pointing to the right page

Story Highlights are current and on-brand

Grid aesthetic is consistent

Behance Audit

Projects are current and represent your best work

Project descriptions and tags are optimized

New work added in the last 3 months

Bluesky Audit

Bio reflects your current niche and offerings

Posting consistently and engaging with the community

Website link is working and current