

Social Media Quick Fixes

For UK trades. Make the common profile changes fast, on a computer or phone. Use this after your audit tells you what to improve.

Before any change: use the owner's account with the right admin access, take a screenshot of the old setting first, keep your new text, logo and banner ready, and after saving check the profile as a visitor. Never send anyone your password or a login code.

Facebook Page

First switch into the Page: click your profile picture, See all profiles, then the business Page. Do the same edits on the phone under Edit public details in the Facebook app.

- Profile picture: click the picture > Update profile picture, upload a square logo, reposition, Save. Watch: edit the Page, not your personal profile, and keep the logo readable when small.
- Cover image: Edit cover photo > Upload photo, position, Save. Keep important text away from the edges and check the phone crop.
- Bio: Intro section > Edit bio, replace the text, Save. Say what you do and where, not just a slogan.
- About details: About or Edit details, open each section (category, description, contact, address), Save after each. Do not publish a private home address or a personal email.
- Contact and website: Contact and basic info, add your phone, business email and full website (https://), Save, then test each link.
- Hours: About > Hours, set accurate hours per day, Save. Do not mark a mobile trade as open 24 hours if calls are not answered then.
- Services: About > Services > Add service, use clear names customers search for, Save. Add a price only if it stays accurate.
- Action button: the three-dot menu below the cover > Add or Edit action button, choose the real action (often Call now), set the destination, Save, and test it.

Instagram

Almost everything is under Edit profile in the Instagram app.

- Profile picture: your square logo, kept central because it shows as a circle.
- Name field and bio: business name plus one keyword, then service, area, one trust point and a call to action.
- Contact options and website link: add email, phone and your website link, and test them. A mobile trade should use service-area wording, not a home address.
- Category or account type: the three-line menu > Account type and tools to switch to or confirm a Business account. Only add an action button you will monitor.

Google Business Profile

Manage it from Google Search or Maps: search 'my business' while signed in, then Edit profile.

- Name, category, description, hours, service areas and services: each under Edit profile. Use the genuine name (no keyword stuffing), and hide a home address for a service-area business.
- Hours: keep normal and special (holiday) hours accurate.

- Photos: add a clear logo, a good cover and real photos of your work.
- Reviews: reply to every review, ask happy customers for honest ones, and never buy or fake them.

Never share your verification code: Google never asks for it, and neither do I.

LinkedIn Company Page

Manage it in the super admin view, then Edit page.

- Name and public URL, tagline, description (About), cover image, location, custom button and specialties: each under the Edit page tabs. Write for a person, not a search engine, and point the custom button at the right link.
- Admins: Settings > Manage admins. Use the lowest role needed, keep two super admins, and remove anyone who no longer needs access.

TikTok

- Edit your profile in the app: Profile > Edit profile for the name, username, bio, photo and links.
- Business account: Settings and privacy > Account > Switch to Business Account. A clickable website link usually needs the Business account. Keep the username simple.

YouTube

- Manage the channel at studio.youtube.com or in the YouTube app: Customisation > Branding for the picture, banner and watermark.
- Customisation > Basic info for the name, handle, description and links. Banners have a safe area, so keep key text central, and add your website and contact links.

Pinterest

- Use a Business account, then Settings > Edit profile for the photo, name, about text and website.
- Claim your website in Settings so your logo shows on your Pins.

After any change, always

- ☐ View the profile as a visitor (signed out, or in a private browser window).
- ☐ Check it on a phone as well as a computer.
- ☐ Test every link and button, and complete one test action.
- ☐ Confirm no private home address or personal email is exposed.
- ☐ Confirm the logo is clear at a small size.
- ☐ Keep two-factor authentication on.

If something looks wrong or a screen is very different, message me:
dana@socialgrowthsystems.co.uk

Never send your password for any platform, or a one-time login code.
 Use the official app or website, and I will never ask for them.

Verified against each platform's official help on 27 July 2026. These platforms change their layouts often, so a button may move or be renamed. If a step looks very different, message me before making a big change.