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**Digital Checklist**

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| --- | --- | --- | --- |
| **Platform**  *Note, not all my be applicable for your business/campaign* | **Has it been set-up?**  *Make sure if these are public profiles, they are consistent as possible across platforms.* | **Who’s got access?**  *Make sure everyone has got access to this that needs it.* | **Are access details securely saved?**  *Remember many platforms now also need two factor authentication for extra security.* |
| Website CMS  e.g WordPress |  |  |  |
| Google Search Console |  |  |  |
| Google Analytics  (Universal & GA4) |  |  |  |
| Google Tag Manager |  |  |  |
| Google Ads |  |  |  |
| Google Data Studio |  |  |  |
| Hotjar |  |  |  |
| LinkedIn |  |  |  |
| Linkedin Campaign Manager |  |  |  |
| CRM System |  |  |  |
| Email Platform |  |  |  |
| Facebook |  |  |  |
| Meta Business Manager |  |  |  |
| Instagram |  |  |  |
| Twitter |  |  |  |
| Scheduling Tool |  |  |  |