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FRESHEN YOUR SOCIAL MEDIA FOR THE NEW YEAR



SOCIAL MEDIA TIPS

By Theresa Mintzer

2026 is just around the corner. If your social media presence feels a little stale, this is the ideal moment to audit,

refresh, and plan for growth in the new year.

Start by reviewing each platform you're active on. Is your information current? Are you checking notifications and comments consistently? Confirm who has admin or editor access so you always know exactly who can post, edit, or make changes for security purposes. Look at your analytics from the past year. Did your accounts grow? Where? Why?

Next, review your visuals. Does your profile photo or logo look polished and professional? Is it consistent across every platform you use? Does it visually reflect your brand today, not who you were two or three years ago?

Revisit your bio copy. Are you using clear keywords that attract your ideal audience? Are you highlighting your



expertise? And are you featuring a current link to your website, offer, or email list?

Finally, study your top-performing posts. What resonated most in 2025? Lean into that. And remember short-form video still expands reach. If you want support tightening your strategy, I offer social media coaching. Visit mintzersolutions.com to learn more and schedule a session.

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