

Check yourself out!

Auditing your online presence every three to four months requires no more than some organization and commitment. Making the minor effort will help you build a robust, valuable online reputation.

This checklist is just a guide. Add to it, and have your donors, volunteers and staff NOT responsible for website/social media audit you, too!

WEBSITE

- Staff/Board list up-to-date?
- Tax ID on donation page?
- Clear way to contact you?
- All links working?

SOCIAL MEDIA

- Posted within past few days?
- Good reviews?
- Responding to comments/posts?
- Responding to inbox messages?

GUIDESTAR

- Gold or Platinum Status?
- Good reviews?
- Uploaded annual report?
- 990's

OTHER SITES

- Charity Watch
- Glassdoor
- Amazon
- Charity Navigator

GOOGLE

Claim your free business profile to update how your nonprofit appears in Google search and gain insights into how people are searching for you. You can get emails to remind you to make updates, such as:

- Days and hours of operation
- Google Maps address
- Photos – upload new photos