



# Marketing Security Checklist

## DAILY

- Review comments, reviews, and messages on social media. Mark spam as spam and report the user.
- Check emails to see if there are any security concerns or issues with your accounts. If they are legit, take action. If not, mark it as spam.

## WEEKLY

- Check your Spam Folder

## QUARTERLY

- Facebook Admin Audit
- Google Ads Admin Audit
- Check Your Password Software (Ex: LastPass) to see if any of your passwords are compromised or too repetitive. Update them and re-save if needed.

## ANNUALLY

- Domain Registration (Know who it is registered with, and who owns it, has access)
- Website SSL Certificate
- Create/Check your employee onboarding/offboarding process

## ONE-TIME

- Ensure 2 Factor Authentication is set up for logging in to your accounts/profiles. We like Google Authenticator.
- Add a trusted employee or family member to your accounts as well. Ensure they have 2-Factor Authentication, too.
- Setup Password Keeper like LastPass, add your team/users
- When hiring/firing include access during onboarding and offboarding
- Create your Facebook Legacy Contact