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

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