

CHECKLIST

REBRANDING YOUR SOCIAL MEDIA CHANNELS

Do your research

- Brainstorm a few handles
- Consider whether your handle reflects your personal brand and gives you credibility in your industry
- Is your handle memorable? Will people easily be able to find and "follow" you?
- Have you considered the spelling of your handle? Will it be easy for others to spell?
- Check your new handle is available across all channels (keep your name consistent across all channels)

Changing the channels

- Facebook (Page)
 - First change the page name before attempting to change the Vanity URL
 - To change your page name and URL head to the "About" section of your page while logged in as an admin and then click "edit"
- Facebook (Personal)
 - If you've already set a username for your profile you will first need to remove it in order to add your new username.
 - To do this, you will need to create a "Facebook Page" (which you can delete later) and then "transfer your username to the page" by heading to the new page "About" section and clicking "edit" where it says "Change page web address". Once this is done you can delete the page you created if you wish.
 - Then you can head to the settings of your personal profile and change your profile username.
- Twitter, Instagram, Pinterest & Tumblr.
 - These channels are brilliant and make editing your username extremely simply. Head to the settings page, change and hit "save changes"! Easy peasy.
- Periscope
 - Unfortunately Periscope doesn't support username changes at this stage (even if you've changed your Twitter handle, your Periscope handle will stay the same as the handle you first signed up with on Twitter. You can email Periscope directly with a request to change at help@periscope.tv
- Snapchat
 - Unfortunately Snapchat doesn't support username changes at this time. You have to delete your account and start from scratch - Doh!
- Google Plus
 - Unfortunately for a Google Plus profile you're only able to change the format and case of your URL not the contents. You can create your own URL which will redirect to your profile or page using this handy tool: <http://gplus.is/>

After the rebrand

- Promote your new handle (make an announcement and post reminders for a couple of weeks)
- Check for broken links (business cards, email signature, website social links, social channel cross promotion)