STANDARD OPERATING
PROCEDURE

REMOVING/REDUCING
IRRELEVANT FOLLOWED ACCOUNTS

Procedure:

Step 1: Define Engagement Criteria

1.1. Clearly outline the criteria that define relevant and irrelevant accounts for your social media presence.

1.2. Criteria may include factors such as industry relevance, content alignment, engagement history, and potential for collaboration.

Step 2: Regular Audit of Followed Accounts

2.1. Schedule regular audits of the accounts your profile is following to ensure that they meet the defined engagement criteria.

2.2. A quarterly audit is recommended, though frequency may be adjusted based on account activity and growth.

Step 3: Identification of Irrelevant Accounts

3.1 Utilize social media management tools or platforms to list all accounts you are currently following.

3.2 Review each account's content, engagement history, and relevance to your goals and objectives.

3.3 Flag accounts that do not meet the engagement criteria for further evaluation.

Step 4: Evaluation and Decision

4.1 For each flagged account, consider the following:
   a) Frequency of posts and updates from the account.
   b) Quality and relevance of content shared by the account.
   c) Level of engagement from the account in response to your content.
   d) Any potential for collaboration or mutual benefit.

4.2 Decide whether to retain or remove each flagged account based on the evaluation.

Step 5: Removal of Irrelevant Accounts

5.1 Unfollow or mute accounts that do not align with your engagement criteria.

5.2 Utilize the built-in tools or features of the social media platform to remove these accounts.

5.3 Prioritize the removal of accounts that have shown consistently low engagement with your content.

Procedure:

Step 6: Document the Process

6.1. Maintain a record of the accounts that were removed or unfollowed during each audit.

6.2. Document the reasons for removing each account, if necessary

Step 7: Monitor and Adjust

7.1. Monitor the impact of the account removals on your engagement, follower growth, and content reach.

7.2. Adjust your engagement criteria and audit frequency as needed based on the outcomes of these audits.

Step 8: Engage with Relevant Accounts

8.1. Focus your interactions and engagements on the remaining accounts that align with your goals and objectives.

8.2. Prioritize building relationships and collaborations with these relevant accounts.

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Step 9: Communicate the Strategy

9.1. Ensure all relevant team members are aware of and aligned with the SOP for removing/reducing irrelevant followed accounts.

9.2. Share the benefits and rationale behind this strategy to foster understanding and cooperation.

Step 10: Continuous Improvement

10.1. Regularly review and refine the engagement criteria and audit process to adapt to changing goals and industry trends.

10.2. Encourage team members to provide feedback and suggestions for improving the account management process.

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