



Digital Asset Protection Checklist

A practical guide to protect your company's digital presence

Instructions: Use this checklist to audit and secure your digital assets. Review it quarterly and every time an employee leaves the company. Check off each completed item.



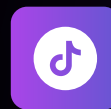
For All Your Accounts

- ☐ **Use a corporate email as the primary login**
Never use employees' personal emails
- ☐ **Enable two-step verification (2FA)**
On every account, without exception
- ☐ **Use unique, strong passwords**
A password manager helps
- ☐ **Document who has access to what**
Keep an up-to-date record
- ☐ **Review access every quarter**
Remove unnecessary users
- ☐ **Revoke access the same day someone leaves**
Don't wait — do it immediately



For Google Business Profile

- ☐ **Account linked to a corporate email**
Not an employee's personal email
- ☐ **Correct and up-to-date information**
Address, hours, phone, website
- ☐ **Alerts for suspicious activity**
Google will notify you of changes
- ☐ **Monitor and respond to reviews**
Quick responses improve reputation



For TikTok

- ☐ **Link to a corporate email and phone number**
Not personal accounts
- ☐ **Enable two-step verification**
Protects against unauthorized access
- ☐ **Limit who can publish**
Define clear roles in your team
- ☐ **Back up content**
Download your videos periodically



For Meta (Facebook, Instagram, WhatsApp)

- ☐ **Centralize everything in Meta Business Suite**
One account to manage everything
- ☐ **Complete business verification**
It's your insurance in case of issues
- ☐ **Assign appropriate roles**
Not everyone needs to be an admin
- ☐ **Have at least two administrators**
In case one loses access
- ☐ **Review connected app permissions**
Remove apps you no longer use
- ☐ **Comply with WhatsApp policies**
Only contact people who have given permission



For Your Web Domain

☐

Domain registered under the company's name Not under a person or agency

☐

Enable auto-renewal
Prevent it from expiring and being bought by someone else

☐

Protect registrar access with 2FA
GoDaddy, Namecheap, etc.

☐

Keep contact details updated
Valid email and phone number



Recovery Plan

☐

Document steps to recover accounts
What to do if you lose access

☐

Store recovery codes
In a safe place, outside the accounts

☐

Assign a digital assets owner
One person to oversee everything

☐

Quarterly security audits
Use this checklist as a guide

Need help organizing your digital assets?

[Visit us at reach.tools](https://reach.tools)

This checklist is part of the article "Your Digital Assets Aren't Permanent"

reach.tools/blog

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