

## 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](https://reach.tools/blog)

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