

Social Media & Memorialisation Wishes

Your social media accounts tell the story of your life.

Years of photos. Posts about your kids. Updates about your travels. Messages with friends. Memories shared with people you love.

When you die, these accounts don't disappear automatically. They stay online unless someone closes them. And deciding what happens to them can be complicated and emotional for your family.

This section helps you tell your executor what you want done with your digital presence after you're gone.

What are your options?

For most social media platforms, you have three choices:

Memorialise the account. The account becomes a memorial page. People can still see your posts and photos, but no one can log in or post new content. Your profile might say "Remembering [Your Name]" and friends can leave tributes. It keeps something of you online for the people who want to look back.

Delete the account permanently. Everything is deleted. Your profile, photos, posts, messages - all gone. Some people prefer this because they don't want their digital life preserved after they're gone.

Leave it as is. Do nothing. The account stays active (but no one can access it because they don't have your password). Eventually, platforms may deactivate inactive accounts, but it could take years.

What do different platforms offer?

Here's what happens on major platforms:

Facebook. You can set up a Legacy Contact (someone who can manage your memorialised account). They can update your profile picture, respond to friend requests, and pin a tribute post. They can't log in as you or see your private messages. Alternatively, you can request your account be deleted when you

die.

Instagram. Instagram will memorialise accounts if a family member requests it. Memorialised accounts say "Remembering" above the name. Or family can request deletion.

LinkedIn. At the time of writing, LinkedIn will close your account when notified of your death and does not offer memorialisation. Platform policies change, so your executor should check LinkedIn's current process.

Twitter / X. Twitter will deactivate accounts after a prolonged period of inactivity, or family can request deletion. They don't offer memorialisation.

TikTok. TikTok will remove accounts when notified of a death. They don't offer memorialisation.

YouTube. YouTube accounts are linked to Google accounts. If you set up Google's Inactive Account Manager, you can specify what happens to your YouTube channel (share with someone, or delete).

WHY THIS MATTERS

Your social media accounts are part of your legacy.

For some people, having their account memorialised is meaningful. Their family can revisit memories, see photos, and feel connected. For others, it feels invasive or uncomfortable, and they'd rather have everything deleted.

There's no right answer. It's personal. But your executor needs to know what you want.

Otherwise, they'll have to guess. And that's hard to do when they're grieving.

Your Social Media & Memorialisation Wishes

What happens to each account you leave behind: memorialise, hand over, or delete.

FACEBOOK

A Legacy Contact can manage a memorialised account but can't log in as you.

PROFILE NAME / EMAIL

WHAT SHOULD HAPPEN

LEGACY CONTACT SET UP? (WHO)

INSTAGRAM

USERNAME

WHAT SHOULD HAPPEN

LINKEDIN

PROFILE NAME / EMAIL

WHAT SHOULD HAPPEN

TWITTER / X

USERNAME (@HANDLE)

WHAT SHOULD HAPPEN

Your Social Media & Memorialisation Wishes (cont.)

TIKTOK

USERNAME	WHAT SHOULD HAPPEN

YOUTUBE

CHANNEL NAME	WHAT SHOULD HAPPEN

INACTIVE ACCOUNT MANAGER SET UP?

SNAPCHAT

USERNAME	WHAT SHOULD HAPPEN

REDDIT

USERNAME	WHAT SHOULD HAPPEN

OTHER PLATFORM 1

PLATFORM NAME	USERNAME

Your Social Media & Memorialisation Wishes (cont.)

WHAT SHOULD HAPPEN

OTHER PLATFORM 2

PLATFORM NAME

USERNAME

WHAT SHOULD HAPPEN

BLOG OR PERSONAL WEBSITE

WEBSITE URL

PLATFORM / HOST

WHAT SHOULD HAPPEN

LOGIN DETAILS STORED AT

ONLINE GAMING 1

PLATFORM NAME

USERNAME

APPROXIMATE VALUE

WHAT SHOULD HAPPEN

Your Social Media & Memorialisation Wishes (cont.)

ONLINE GAMING 2

PLATFORM NAME

USERNAME

APPROXIMATE VALUE

WHAT SHOULD HAPPEN

BUSINESS / PROFESSIONAL SOCIAL MEDIA

Business accounts are often best transferred to a partner or employee rather than deleted, but who can take them over may depend on your business agreements, so check this with your business partners or solicitor.

PLATFORM 1 + ACCOUNT NAME

WHO TAKES OVER

LOGIN STORED AT

PLATFORM 2 + ACCOUNT NAME

WHO TAKES OVER

LOGIN STORED AT

YOUR GENERAL WISHES FOR YOUR DIGITAL LEGACY