

YOUR DIGITAL TEAM

Social Media Audit Checklist

Your guide to meeting your social media goals and monitoring your continued success.



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Introduction

What is a Social Media Audit?

A social media audit gives you a full view of how social media is working (or not) for your business. An audit is the process of reviewing certain metrics to evaluate your current social media strategy. These metrics include information about demographics, engagement, locations, campaign performance and more.

In short, it's an important part of social media, to make sure you're meeting your goals and heading the direction you want to be.

Why should I do a Social Media Audit?

A social media audit helps your business refocus your social media marketing on your business goals. A template just like this will show you how well you are performing, what should be changed, what your priorities should be going forward and how well your team is equipped (or not) to make the most of social media.

What do I do with the results of my audit?

This is where you get to implement lasting changes. If you have an in-house marketing and creative team, let them handle the responsibility of adapting to your findings and recommendations. If you're needing more support in that area, or you're struggling to find recommendations that stick, reach out to Your Digital Team. Nothing is too big or small.

Social Media Audit Checklist

1. Audit Permissions

Check that your permissions are up to date and in-line with your current employees and their job descriptions.

2. Revisit Your Branding

Look at your social media profiles and think about what they tell the world about your company. What's the brand story?

3. Update Your Bio

Give visitors to your profile a quick snapshot of who you are and what you do.

4. Clean House

Adjust your priorities for investing in channels with low engagement or that you don't use.

5. Update Response Templates

Do a social media policy review. Focus on the guidelines for how you respond to comments, positive and negative.

6. Get Organised With Lists

Set up interest and influencer lists on your channels for easy access to pertinent profiles.

7. Pinpoint Top-Performing Posts

Identify what your followers respond to and create a plan to do more of those kinds of posts.

8. Analyse Your Audience

Learn about interests, values, and personality traits your audience shares.

9. Set Up Competitor Reporting

Analyse the type of content your competitors share, the frequency, and how much engagement they're getting.

10. Set Up Monthly Reporting

Create a plan to report on your channel performance on a monthly basis. Share the results with your full marketing team!

Social Media Audit Brainstorm

Current State

The first step in any social media audit is to get a lay of the land. An understanding of where you're at.

That includes which social networks are being used, how they're being used, and what the login information is or where it is safely stored (this will come in handy later).

Fill out the tables below based on what you find.

1) Which social networks are being used, and how:

Network	How Active	Types of Activity
E.g. Facebook	E.g. 1 post per week	<i>E.g. New blog posts are shared when they go live, In-store sales, Live Q&As</i>

2) Account login information:

Network	Login Info
E.g. Facebook	<i>E.g. Stored in company hard drive, locked on LastPass, Password is ... (we recommend keeping this information as secure as possible).</i>



Your Digital Team's Audit Tip:

Look for the following platforms (and consider ones you may want to join)...

- Facebook
- Messenger
- Instagram
- YouTube
- LinkedIn
- Twitter
- Snapchat
- Pinterest
- TikTok
- Reddit
- Quora
- Tumblr
- WhatsApp
- Medium

And if doing business in China, you may also want to look for WeChat, QQ, Qzone, Sina Weibo, and Baidu Tieba.

Even if you don't plan on actively using every one of those social networks, it's a good idea to claim your brand's handle on them. That way you can revisit as your business grows.

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Performance

Next, it's time to understand what's been working well and what hasn't. There are two main types of metrics to look at: engagement metrics and business metrics.

Engagement metrics are things like follower counts, likes, responses, shares and retweets. These metrics are the easiest to influence. While they lead to brand awareness, they're not worth much on their own.

Business metrics are different. These include traffic from each social network, conversion rates from that traffic, and leads or revenue from it. These metrics are more difficult to measure and influence. But ultimately they're what matter most.

If you're not sure which metrics to measure or how, Your Digital Team can help you with this.

1) Engagement Metrics:

Network	Engagement Metrics
E.g. Twitter	<i>E.g. Avg 244 new followers per month, 5 retweets per day and 9 likes per day.</i>

2) Business Metrics

Network	Business Metrics
E.g. Twitter	<i>E.g. Avg 41 site visits per day, 3 email subscribers per day and \$28.30 in ecommerce revenue per day.</i>

Opportunities

The final step is to cover opportunities for improvement. This doesn't have to be incredibly detailed. But it should contain actionable recommendations on how to improve, or external agencies like Your Digital Team who can support these improvements.

1) Profile Improvements:

These are ways to improve the actual profiles themselves.

Network	Profile Improvements
E.g. Twitter	<i>E.g. Make profile picture consistent with other social networks. Add link to latest blog post.</i>

2) Social Activity Improvements:

These are ways to improve what's being posted or shared and how.

Network	Social Activity Improvements
E.g. LinkedIn	<i>E.g. This network is driving more sales leads than all the others combined. So it deserves more attention. Share your content here at least 2x per week. Develop a cohesive posting strategy. Invest in design resources for postcards. Post more dynamic content, stories and reels.</i>

3) Competitors & Profiles to Watch:

These are some of the most important competitors and related accounts to keep an eye on or take inspiration from.

Profile to Watch	Reason
E.g. Your Digital Team	<i>E.g. One of the leading digital agencies. They get roughly 9x more engagement on Instagram, thanks to their short-form videos posted every Tuesday.</i>

Social Success is in Sight!

I hope you found this social media audit template helpful. The next step is to implement your recommendations, and stay consistent with your strategy.

Social Media is a minefield, and it's changing more rapidly than most can keep up.

At Your Digital Team, we are a full stack digital service, but we noticed there are a lot of small business owners who don't need that (yet!). That's why we decided to offer mix-and-match, pay-per-order service to suit you, with individual tasks at a fair rate. The best part is you still get access to all of the experience and insight from our global team.

We offer an individual service for each area covered in this audit. So if you're seeking further support, or want an expert to show you how it's done, we can take care of that.

We hope to see you soon, and happy posting!!

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