

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 Organized 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.



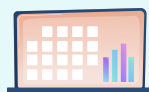
8. Analyze Your Audience

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



9. Set Up Competitor Reporting

Analyze 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!