

# Social Media Audit

**YOUR BUSINESS NAME**

**DATE OF AUDIT**

## ABOUT YOUR BUSINESS:

Write a few sentences describing the company, what they do, their target market, and their long-term objectives. Include the company's mission and vision statement.

## CURRENT PLATFORMS & FOLLOWERS



100



100



100



100



100

## SOCIAL MEDIA GOALS

Summarise the social media goals

Example:

- Increase followers across all platforms
- Increase community aware and generated content
- Create consistent content that aligns with the business value

## PROFILE AND BRAND



BIO COMPLETE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CLEAR PROFILE IMAGE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WEBSITE/LINKS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVER IMAGE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CONSISTENTLY BRANDED	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CONSISTENT TONE VOICE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## CONTENT



REGULAR POSTS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ENGAGE/RESPOND	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RELEVANT CONTENT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MIX OF TOPICS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CONTENT ADDS VALUE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HI-RES QUALITY IMAGES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## WHAT'S WORKING WELL

A brief summary of your accomplishments so far and what is going well in a few sentences.

## WHAT COULD BE IMPROVED

Describe in a few sentences what you need to focus on in order to improve your results.