

Social Media Audit Checklist



Step 1: Take Stock of Your Social Accounts

- Make a list of all your social media accounts, including the ones that haven't seen daylight in ages.
- Confirm who has access to each account and their permission levels.
- Make sure there's a go-to person or tool that manages all account permissions.

Step 2: Make Sure Your Profiles Match

- Check that profile names, usernames, and URLs are consistent across all platforms.
- Ensure your branding—logos, cover photos, colors—looks the same everywhere.
- Update your bio and "About" sections to reflect your business today.
- Double-check contact info like email, phone number, and address.

Step 3: Analyze Your Content

- List the types of content you post (images, videos, text, etc.). Aim for a healthy mix.
- Review your posting frequency on each platform. Are you consistent?
- Analyze engagement metrics like likes, shares, and comments. What gets the most interaction?
- Find your top-performing posts and figure out why they rocked.

Step 4: Get to Know Your Audience

- Look at the demographics of your followers. Do they match your target market?
- Review your audience growth over time. Is it steady, slow, or explosive?
- Check your comments and messages for common questions or feedback from your followers.

Step 5: Peek at the Competition

- Identify competitors with a strong social media game.
- Compare their content strategy with yours. Any ideas worth borrowing?
- Check their engagement metrics. How do you stack up against them?

Step 6: Use the Right Tools

- Make sure you're using the analytics tools on each platform to track performance.
- Consider third-party tools for managing and analyzing multiple platforms.
- Explore automation tools for scheduling posts and other routine tasks.

Step 7: Secure and Comply

- Ensure your social media practices comply with relevant laws and regulations.
- Review security settings to prevent unauthorized access or hacking.
- Have a plan for handling social media crises or negative publicity.

Step 8: Set Goals and KPIs

- Define specific, measurable goals for your social media presence (e.g., increase followers by 10% in 6 months).
- Identify key performance indicators (KPIs) to measure your progress.
- Set a schedule for regular audits to keep your social media game on point.