La/Aphills

Social Media Audit Template

Current State

The first step in any social media audit is to get a sense of where you are.

That includes which social networks are used, how they're used, and the login information.

Fill out the tables below based on what you find.

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

Network	How Active	What Types of Activity
E.g. Facebook	E.g. About 1 post per week	E.g. New blog posts are shared when they go live

2) Account login information:

Network	Login Info
E.g. Facebook	E.g. Stored in company's 1Password

Tip: Look for the following:

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

If you are 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.

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 include follower counts, likes, responses, shares, and retweets. These metrics are the easiest to influence, but 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 matter most.

1) Engagement metrics:

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

2) Business metrics:

Network	Business Metrics
E.g. Twitter	E.g. Avg 41 site visits per day, 3 email subscribers per day, and \$28.30 in e-commerce revenue per day.

Opportunities

The final step is to cover opportunities for improvement.

This doesn't have to be incredibly detailed. However, it should contain actionable recommendations on how to improve.

1) Profile improvements:

These are ways to improve the social media profiles themselves.

Network	Business Metrics
E.g. Instagram	For example, profile pictures should be consistent with those on other social networks. Add a link to the latest blog post.

2) Social activity improvements:

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

Network	Business Metrics
E.g. LinkedIn	For example, this network drives more sales leads than all the others combined, so it deserves more attention. Share your content here at least twice per week. Try repurposing your blog posts on Pulse.

3) Competitors and profiles to watch:

These are some of the most important competitors and related accounts to watch or take inspiration from.

Profile to Watch	Reason
E.g. <u>LEGO on Instagram</u>	E.g. One of your largest toy competitors. Thanks to their short-form videos posted every Tuesday, they get roughly 9x more engagement on Instagram.

I hope you found this social media audit template helpful.