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**2) Account login information:**

Network	Login Info
<i>E.g. Facebook</i>	<i>E.g. Stored in company's 1Password</i>

Tip: Look for the following:

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



## 2) Business metrics:

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

## 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
<i>E.g. Instagram</i>	<i>For example, profile pictures should be consistent with those on other social networks. Add a link to the latest blog post.</i>



**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
<i>E.g. <a href="#">LEGO on Instagram</a></i>	<i>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>

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I hope you found this social media audit template helpful.