



B2B Social Media Audit Checklist

Use this checklist to review and improve your social media presence for your B2B business.

1. Profile Review:

- Profile Picture: Is your company logo clear and professional?
- Bio/Description:** Is your bio accurate, concise, and does it explain what your business does?
- Contact Information: Are your website, email, and other contact details up-to-date?
- Cover Image: Is your cover image aligned with your brand and recent campaigns?

2. Content Audit:

- Relevance: Does your content address the needs and interests of your target audience?
- Variety: Are you mixing different content types (e.g., articles, videos, infographics)?
- Quality: Is your content high-quality, informative, and error-free?
- Frequency: Are you posting consistently on each platform?

3. Engagement Check:

- Response Time: Are you responding to comments and messages quickly?
- Interaction: Are you engaging with your audience (liking, commenting, sharing)?
- Follower Growth: Are you gaining relevant followers over time?

4. Performance Metrics:

- Reach: Are you reaching enough people with your posts?
- Engagement: Are your posts getting likes, comments, and shares?
- Click-Through Rate (CTR): Are people clicking on your links?
- Leads Generated: Are you getting inquiries or leads from your social media?

5. Competitor Analysis:

- Benchmarking: How does your social media presence compare to your competitors?
- Content Ideas: What types of content are your competitors posting?
- Engagement: Are your competitors getting more or less engagement than you?

6. Visuals and Branding:

- Consistency: Are your visuals consistent with your brand colors and style?
- Appeal: Are your images and videos visually appealing and professional?
- Branding: Is your brand logo and name clearly visible in your visuals?

7. Audience Analysis:

- Target Audience: Are you reaching the right people (decision-makers, industry professionals)?
- Demographics: Do you know the age, location, and job titles of your audience?
- Interests: Are you aware of what your audience is interested in and talking about?

8. Social Media Tools:

- Scheduling: Are you using tools to schedule posts and save time?
- Analytics: Are you using tools to track your performance (e.g., engagement, reach)?
- Automation: Are you using any automation tools for repetitive tasks?

9. Hashtag Usage:

- Relevance: Are your hashtags relevant to your industry and content?



- Quantity: Are you using the right number of hashtags (not too many)?
- Effectiveness: Are your hashtags helping increase visibility and engagement?

10. Platform-Specific Checks:

- LinkedIn: Is your LinkedIn profile optimized for B2B networking and lead generation?
- Twitter: Are you using Twitter effectively for real-time updates and industry news?
- Facebook: Is your Facebook page active and engaging with your business community?
- Instagram: Are you using Instagram to create visual content that resonates with your audience?

Use this checklist regularly to ensure your B2B social media strategy stays on track and continues to deliver results.