

# Social Media Audit Guidelines and Checklist

<p><b>Client:</b></p>	
<p><b>Date of Audit:</b></p>	
<p><b>Purpose of Audit- Questions to Have in Mind</b></p> <ul style="list-style-type: none"> <li>▪ What the company is trying to achieve through social media marketing?</li> <li>▪ How good the company is in achieving its business objectives through social media?</li> <li>▪ Who are their target audience and why?</li> <li>▪ How good the company is in targeting customers?</li> <li>▪ How good the company is in building positive influence among customers?</li> <li>▪ Which social media tools are used by the company?</li> <li>▪ How good the company is in leveraging the various social media tools?</li> <li>▪ How good the company is in engaging with the target audience?</li> <li>▪ How good the company is in amplifying its messages?</li> </ul>	<p><b>Answers Given to Audit Questions by Client</b></p> <p>What the business is trying to achieve through social media marketing?</p> <p>Who are their target audience and why?</p> <p>Who are your competitors?</p>

**Which of the Following Exist for the Business or Brand?**

	<b>Presence</b>	<b>Comments</b>
<b>Website/Microsites</b>		
<b>Blog</b>		
<b>Facebook</b>		
<b>Twitter</b>		
<b>Pinterest</b>		
<b>YouTube</b>		
<b>LinkedIn</b>		
<b>Other Sites?</b>		

## Reactions to and Goals for Social Media

Questions	Reactions	Comments
Strengths and weaknesses of current web presence?		
Social media goals?		
What companies do they admire for their social media/digital strategy success?		
Who has responsibility for social media in the business?		
How will measure the impact of any changes they make?		
What tools are in place to help with this measurement?		
What are the staff reactions to tools like Twitter and Facebook?		
Is there a culture of allowing staff to access social media during the working day?		
What is in place to help the company deal with adverse comment and discussion on social media sites now?		
What other marketing processes are in place? e.g Email Marketing		

### List Four Major Competitors

Competitor	Website/Microsites	Blog	Facebook	Pinterest	YouTube	LinkedIn	Other Sites?

Comments

List key phrases that define how the business would like/expect to be found in the search engines

Keywords or Phrases	Visibility	Comments
<b>Notes on Competitors</b>		

## Website

Feature	Comments
Assess the visibility of the website	
Perform standard SEO checks: content layout, titles, tags, URLs	
Test out visitor journeys: is it easy to navigate? Are different types of visitors are supported?	
Assess the structure: is it well maintained, visually appealing and appropriate? Social Media Integration and Icons? Call to actions?	
How regularly is it being updated?	
Notes on Competitors	

## Facebook

Feature	Comments	Competitors
Assess their presence. Has it been thought through? Profile/page/cover photo/about section completed, effective and branded?		
Look for staff involvement with Facebook		
How is Facebook being used to drive traffic to the main web presence? Call to actions in posts?		
Record numbers of fans		
Last time their Facebook presence was updated		
Specific Facebook apps or automation – What do they include in their 4 apps and Call to Action?		
Content- are they sharing engaging content? Do they encourage engagement? Offer something valuable/useful? How often is it updated? Are they engaging back with fans?		
What feedback do they get from followers?		

## Twitter

Feature	Comments	Competitors
Assess their presence. Has it been thought through? Profile/cover photo/about section completed, effective and branded?		
How is Twitter being used to drive traffic to the main web presence? Call to actions in tweets?		
Record numbers of followers and following – are they both relevant and targeted audience?		
Last time their Twitter presence was updated		
Content- are they sharing engaging content? Do they encourage engagement? Offer something valuable/useful? How often is it updated? Are they engaging back with fans? Do they use hashtags effectively?		
What feedback do they get from followers?		



## Pinterest

Feature	Comments	Competitors
Assess their presence. Has it been thought through? Profile/photo/about section completed, effective and branded?		
How is Pinterest being used to drive traffic to the main web presence? Website URL easily visible? Call to Actions?		
Record numbers of followers and following – are they both relevant and targeted audience?		
Are they regularly pinning? Is the profile filled with relevant and high quality boards?		
Content- are they sharing engaging content? Do they encourage engagement? Offer something valuable/useful? Are they engaging back with fans? Do they use hashtags effectively?		
What feedback do they get from followers?		

## Blogging

Feature	Comments	Competitors
Assess their presence. Has it been thought through? Profile/photo/about section completed, effective and branded?		
How is blogging being used to drive traffic to the main web presence? Website URL easily visible? Call to actions in posts?		
Record numbers of followers and following – are they both relevant and targeted audience? Who are the powerful bloggers in their industry?		
Are they regularly blogging?		
Content- are they sharing engaging content? Do they encourage engagement? Offer something valuable/useful? Are they engaging back with fans?		
What feedback do they get from followers?		

## LinkedIn

Feature	Comments	Competitors
Assess their presence. Has it been thought through? Profile/photo/about section completed, effective and branded?		
How is LinkedIn being used to drive traffic to the main web presence? Website URL easily visible? Call to Actions?		
Record numbers of connections– are they both relevant and targeted audience?		
Are they regularly posting updates? Is the profile filled with relevant, useful and high quality info?		
Content- are they sharing engaging content? Do they encourage engagement? Offer something valuable/useful? Are they engaging back with fans?		
What feedback do they get from followers?		

## YouTube

Feature	Comments	Competitors
Assess their presence. Has it been thought through? Profile/photo/about section completed, effective and branded?		
How is YouTube being used to drive traffic to the main web presence? Website URL easily visible? Call to actions in videos?		
Record numbers of followers and following – are they both relevant and targeted audience?		
Are they regularly uploading? Is the profile filled with relevant and high quality videos?		
Content- are they sharing engaging content? Do they encourage engagement? Offer something valuable/useful? Are they engaging back with fans?		
What feedback do they get from fans?		

## General

	Comments
Branding: Are all profiles completed, well-branded and consistent?	
Integration: Are all social media profiles integrated with each other and main website?	
What is working for them?	
What isn't working for them?	
How effective is their overall campaign?	
What strengths does the client have that they can exploit using social media?	

## Notes and Recommendations

*What campaigns, content strategy, or promotions need to be implemented to achieve the client's goals and expectations?*