

SOCIAL MEDIA AUDIT

Follow these steps to conduct a social media audit for your business.

STEP ONE

Start by writing down all of the social networks you're currently on. If you don't have enough space below, create a spreadsheet using the listed columns.

SOCIAL NETWORK	PROFILE LINK	FOLLOWERS / LIKES

STEP TWO

Next, write a purpose statement for each social network. For example: The purpose of our Facebook page is to share Christian events happening online and in our local community.

SOCIAL NETWORK	PURPOSE STATEMENT

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STEP THREE

Now that you've written out your purpose statements, give some thought to the audience you're serving on each channel. Does it vary by platform? Write a brief audience description for each network. Then, list out the kinds of content that should be shared for each profile.

SOCIAL NETWORK	AUDIENCE	CONTENT

STEP FOUR

Review the content you're sharing to make sure it's on brand. Reference your notes in step two and three, then make note of any changes that need to be made. For example: Swap outdated profile and cover photos, update bios and descriptions, and check on the availability of new page names if you don't have a consistent name across profiles.

SOCIAL NETWORK	BRANDING CHECK