


SOCIAL MEDIA AUDIT

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WHAT IS A SOCIAL MEDIA AUDIT

- Collect and analyze data from all of your social media accounts
 - Look closely at your activity, results, audience, and financial investments
 - Find out if your social media tactics are relevant to your current objective
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1. MEASURE OVERALL RESULTS

- Compile all of the social media metrics you can to evaluate your results
 - Followers, likes, shares, comments, clicks, video views, post reach, and mentions
- Get into the details

	Avg. Clicks/post	Avg. Like/post	Avg. Share/post	Avg. Comment/post	Avg. Video Views
Facebook	98	117	3	41	152
Instagram	N/A	243	17	103	913
Twitter	43	20	(Retweet) 42	51	68
Pinterest	31	37	(Repin) 59	19	N/A

2. ANALYZE AUDIENCE DEMOGRAPHICS AND INTERESTS

- Results will differ depending on each platform
- You will also be missing a demographic of your audience on a certain platform
 - Male followers on Pinterest or elders on Snapchat
- Most social media sites provide audience information


3. CHECK FOR CONSISTENCY AND QUALITY ACROSS ALL YOUR CHANNELS

- Know your target audience and how people interact
- Monitor your presence
- Consistency and quality is key
- Make sure branding is consistent through all platforms
 - Including all bios, logos and about me sections
- Ensure your profiles match the best practices


4. REVIEW YOUR BUDGET

- Calculate ROI (Return on Investment)
- Looking at purely social ROI instead of financial ROI is more difficult
- Pull up all records and look at how much you spend on social media
 - Ad spending, consultant or agency fees, third-party analytics, contest software, applications, employees, photographers and equipment

METRICS TO TRACK SOCIAL MEDIA

1. Track follower growth
 2. Identify optimal times for engagement
 3. Track likes and reactions for your posts
 4. Monitor Mentions
 5. Dig into audience demographics
 6. Determine reach
 7. Review replies and comments for your posts
 8. Find out what content is being shared
 9. Track referral traffic from social media
 10. Examine click rates
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QUESTIONS TO ASK IN A SOCIAL MEDIA AUDIT

1. What do your competitors do in this channel?
 2. Does using this social media channel provide any direct or indirect measurable benefits to brand?
 3. Who is the current audience on this channel? How closely aligned is this audience with your marketing target?
 4. Are you doing any paid media?
 5. What content do you currently use?
 6. Are you actively tracking mentions of or references to the brand on social media?
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