



S O C I A L M E D I A A U D I T

A social media audit Template from

www.trophydevelopers.com .

It will help you to conduct
a Social Media Audit
for your business
to succeed online.

These are the proactive
steps to execute your
business' Social Media Audit
and website social media
optimazation. **Get Started**



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Step one:

Create a [spreadsheet](#) and write down all the social networks you own and the owner for each.

Social Network	Profile Link (URL)	Owner



Step two :

Go on [Google](#) and search up any other social media profiles that is representing your company that you don't own (imposters). Create a separate spreadsheet.

Social Network	Profile Link (URL)	Owner	Shutdown Y/N



Step three:

Evaluate the needs for all your social media profiles and create a mission statement for each. For example: Instagram Profile—To share company culture and company achievements.

Social Network	Profile Link (URL)	Owner	Mission Statement





Step four:

Make sure all your accounts are on brand. Proper profile photo, cover photo, icons, bios and descriptions are proper, and profile URL links are correct.

Social Network	Profile Link (URL)	Owner	Mission Statement	Branding Check Y/N



Step five:

Centralize the ownership of passwords.

For example: have your IT department own the key to all the passwords for the social media profiles. Use a tool like LastPass to share access on a need to use basis.

Social Network	Profile Link (URL)	Owner	Mission Statement	Branding Check Y/N	Password Centralized Y/N



Step six:

Create a process for how new channels will be established going forward and create a criteria.

Make sure to also take note of who is going to approve the requests.

For example:

Requester:

- Who is the target audience?
- Who is going to respond to content?
- What type of content will be posted in this profile?



S O C I A L M E D I A S T R A T E G Y O B J E C T I V E



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YOUR SOCIAL MEDIA STRATEGY OBJECTIVES



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Before you start on your strategy, you should determine the overall objective for your social media marketing.

- What should your social networks achieve?
- Do you want to increase lead generation?
- Increase brand awareness?
- Improve brand reputation?

Your digital marketing strategy should be clear, precise and concise but also measurable.

For example, “Generate 30 leads per Week” is a much more concise goal than Increase lead generation.” And “Raise Google ranking for ‘(Website Designers) in Kampala’s searches by 2 places at the end of the year” is far more measurable than “Improve SEO.”

CURRENT SOCIAL MEDIA AUDIT

Current Social media audition

A social media audit will allow you to evaluate your pages'

Performance and Find areas in Need of improvement

When conducting an audit, you should look at:

Average Number of posts per week:

scrolling down your social media feed and counting the number of posts each week, then calculating the average of that.

Number of followers:

This will be at the top of your company page info on each social media platform.

Average number of likes:

You can calculate this by adding all the likes of your posts from a particular time frame and dividing that by the total number of posts.

Average number of comments, shares and retweets:

Calculated the same way as average number of likes. Although time consuming, these measures will help determine how engaging your current content is.

Rating (out of ten):

How successful you feel this social network has been at converting leads and bringing in sales.



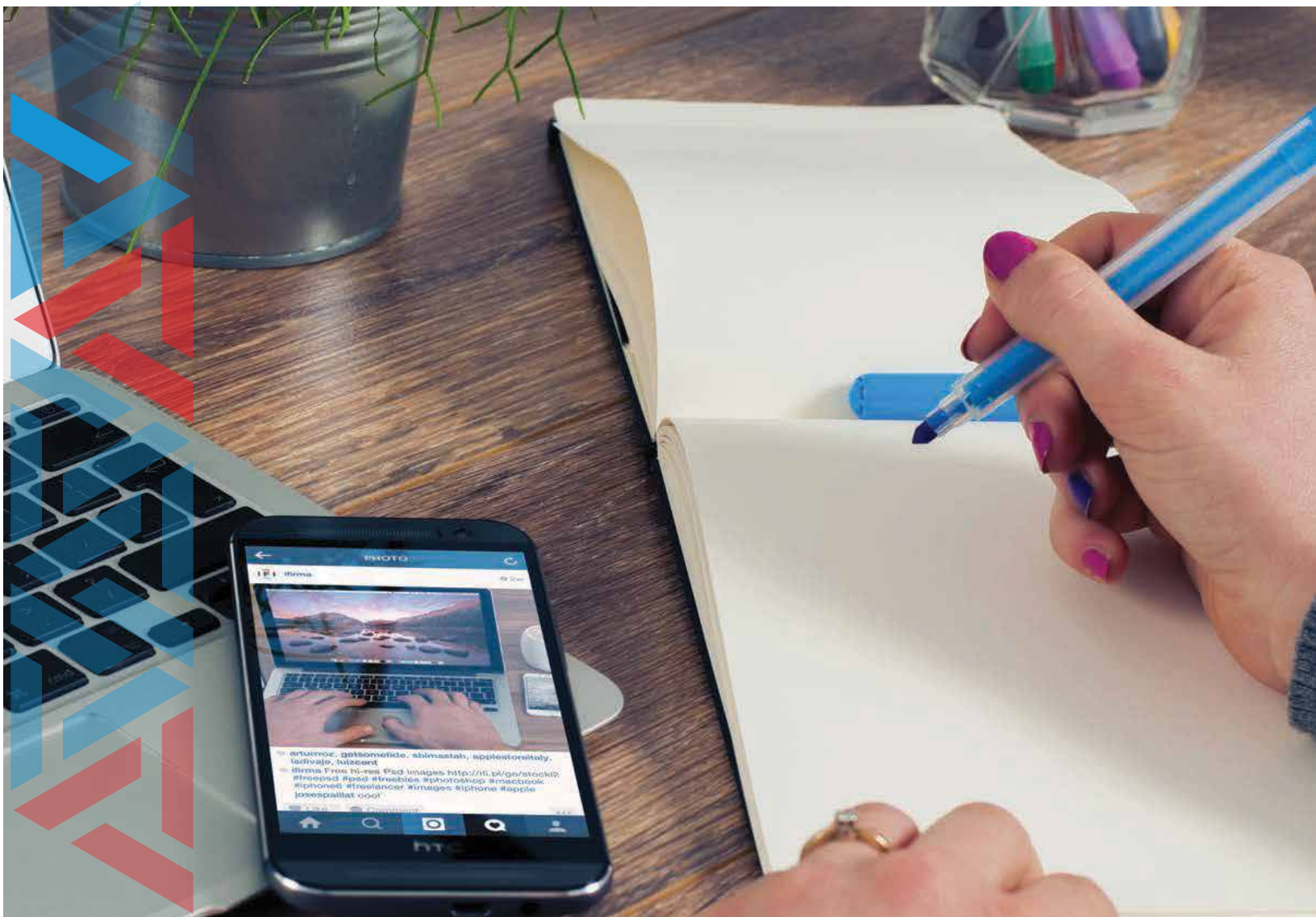


Social Network	Average No. of posts per week	Number of Followers	Average No. of likes	Average No. of comments	Average No. of shares or retweets	Rating 1-10
Facebook						
Instagram						
Twitter						
Google My Business						

COMPETITOR SOCIAL MEDIA AUDIT

Once you've completed a social media audit for your company pages, you should do the same for your top competitors. By collecting the same info as your audit, you'll be able to determine how your social media stacks up with your rivals.

And you can learn from their mistakes. Take note of what works for them and what doesn't. This can save you months of trial-and-error.



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COMPETITOR:

Social Network	Average No. of posts per week	No. of Followers	Average No. of likes	Average No. of comments	Average No. of shares or retweets	Rating 1-10
Facebook						
Instagram						
Twitter						
Other						

COMPETITOR:

Social Network	Average No. of posts per week	No. of Followers	Average No. of likes	Average No. of comments	Average No. of shares or retweets	Rating 1-10
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Twitter						
Other						



SOCIAL MEDIA STRATEGY

Develop social media strategy based on your overall objective for social media, come up with three measurable (and realistic) objectives for each of your social media accounts.

Examples might include:

- Improve engagement by 5%
- Respond to comments within 20 minutes
- Boost successful posts to target audience 2 times per month



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FACEBOOK TWITTER

- _____
- _____
- _____

- _____
- _____
- _____

INSTAGRAM

- _____
- _____
- _____




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WEEKLY POSTING SCHEDULE



To ensure that your posts stick to your strategy, you should create a weekly posting schedule. Include the number of posts to go out on each platform each day, as well as the type of content and the time it should go out. You can use apps like Hootsuite or Buffer to schedule all your posts ahead of time.





QUICK TIP

Make sure to schedule posts when your audience is most likely to be engaged, you can do this by consistently checking your insights.



Weekly Social Media Posts Schedules

Example:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	1	1	1	1	2	1	0
	Video	Share a Post	Promo Post	Funny Photo	Video	Video	-

Weekly social media posts schedules

Template:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook							
Twitter							
Instagram							
Google My Business							
Other social Media platforms							





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