

Social Media Audit Instructions and Audit Resources

OVERALL (what you are looking for and to be included in “initial observations” section):

- ✓ Branding: First impressions? How does their overall look promote the brand? Can visitors get an accurate sense of their personality or culture? How have they chosen to use images in header and avatar? What’s the first impression they are giving in the marketplace? Is their branding consistent across the platforms?
- ✓ Popularity: How many followers/likes does the page have?
- ✓ Frequency: How often do they post? What do they do on weekends?
- ✓ Engagement: What is the number of people talking about the brand compared to the number of fans?
- ✓ Types of posts: What topics do they frequently discuss? What types of posts do they use: photos, questions, videos, chats, text? What is engagement like for each of these post types? Are they using video?
- ✓ Can you tell if they are doing any social media advertising?

Facebook

- Do they have a good cover photo? (not too busy, nice design, well-branded)
- Do they have a complete About Section with website listed?
- Are they posting 1x per day at minimum?
- Are they posting helpful content?
 - Ninja tip – add some funny content
- Do they have Spam or unanswered posts?
- Variety of content – images, links, videos, promotional content
- Are they advertising on Facebook?
- Are people engaged with them?
- Are they responding and on top of their FB reviews?

Google for Business (<https://www.google.com/intl/en/business/how-it-works/>)

- Have they claimed their Google for Business listing?
- Is the cover art branded and sized correctly?
- Is Google Maps Set up correctly?
- Are they listed correctly? (open hours, description, keywords, etc.)
- Are they on top of their reviews?

Instagram

- Do they have a branded profile picture?
- Is their website listed in their profile?
- Are they using keywords and local hashtags?
- Are they posting entertaining or interesting content?
- Are they using local Hashtags in their posts?
- Are they talking to others? Are people engaged with them?

Twitter

- Is their website listed in their profile?
- Are they tweeting 5x per day minimum? (including retweeting and tweeting others)
- Are they tweeting relevant content?
- Are they using Hashtags
- Are they talking to others?
- Do they have Twitter Lists?
- Are people engaged with them (retweeting or replying)?

Pinterest

- Do they have a Business account with verified website?
- Do they have at least 5 boards with 5 Pins?
- Are they using good keywords in Board titles?
- Are they regularly pinning?
- Are they using Hashtags?

Linkedin

- Do they have a good Professional LinkedIn business page?
- Do they have a robust Summary section with keywords and media?
- Are they posting 1x/week or more?
 - you'll have to ask
- How many followers do they have?
- Are their services updated?
- Do they any interaction with their update's and posts?

YouTube

- Do they have a nice cover photo?
- Is their website listed?

- Do they have a Video trailer?
 - Are they posting regularly?
 - Are they using Keywords in their profile and their videos?
 - Do they have Playlists?
 - Have they connected their other social accounts in their bio?
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Social Media Audit Resources

<http://likealyzer.com/> - to analyze Facebook pages and give you recommendations to cut and paste into the social media audit.

SEO Audits:

<http://app.upcity.com/free-tools/seo-report-card> - SEO Report Card

Website Audits:

<https://website.grader.com/> - to analyze websites and give you recommendations to put into the audit if their websites are bad and you want to sell websites. Also does a good job of brief analysis of social profiles.

<http://nibbler.silktide.com/> - to analyze websites and give you recommendations to put into the audit if their websites are bad and you want to sell websites. Also does a good job of brief analysis of social profiles.