

Social Media Audit Checklist



Make sure your social media audit doesn't miss a single step with this handy checklist.

1. List your social media accounts

- Write down all your active social media accounts.
- Find and note any unofficial accounts using your brand name.

2. Check branding

- Make sure your profile and cover pictures match your brand.
- Update bios, contact info, and links so they're correct and the same everywhere.

3. Review performance

- Identify your best posts and see what your audience likes most.
- Look at posting frequency and timing.

4. Understand your audience

- Look at your audience's age, location, and interests.
- Compare audiences on different platforms to see how they're different.

5. Analyze your competitors

- Make a list of competitors and study their social media.
- Compare their posts, strategies, and engagement to your own.

6. Create an action plan

- Summarize what's working and what needs to improve.
- Create a step-by-step plan to improve your social media performance.