

Social Media for Business | Audit



1 | AUDIENCE, MISSION & STRATEGY



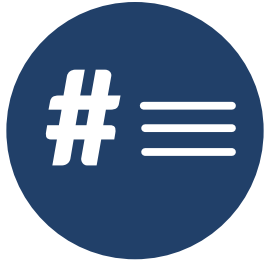
1. Have you defined your target audience and identified your brand persona?
☐ YES ☐ NO
2. Do you know your customers' questions regarding your product and/or their struggles within your industry?
☐ YES ☐ NO
3. Have you identified the platforms your audience uses most? Is your business present on these platforms?
☐ YES ☐ NO
4. Have you defined a clear mission statement aligned to your business goals for each platform?
☐ YES ☐ NO
5. Are your goals and KPIs specific, measurable, attainable, relevant and timely?
☐ YES ☐ NO
6. Have you defined a unique content strategy for each platform?
☐ YES ☐ NO

2 | PROFILE & BRAND IDENTITY



7. Are your username and handle aligned to your business name and consistent across all social platforms?
☐ YES ☐ NO
8. Are your profile and cover photos consistent across all platforms?
☐ YES ☐ NO
9. Do your bios and profiles across all social platforms clearly, concisely and consistently explain who you are, what your brand is and what it does?
☐ YES ☐ NO
10. Does your bio include a call-to-action?
☐ YES ☐ NO
11. Did you include your contact information in your bio?
☐ YES ☐ NO
12. Does your website include links to each of your social media platforms?
☐ YES ☐ NO
13. Are links to your website and other social platforms prevalent in your online presence?
☐ YES ☐ NO

3 | CONTENT & HASHTAGS



14. Are your content themes and concepts consistent and clear?
☐ YES ☐ NO
15. Is your content on-brand across all social platforms?
☐ YES ☐ NO
16. Is your content consistent, high-quality and relevant?
☐ YES ☐ NO
17. Do your posts periodically include a call-to-action?
☐ YES ☐ NO
18. Are you leveraging your posts to engage your target audience?
☐ YES ☐ NO
19. Are you showcasing your brand personality?
☐ YES ☐ NO
20. Do you plan your content and schedule your posts in advance?
☐ YES ☐ NO
21. Is there room in your content plans for organic, relevant and timely posts?
☐ YES ☐ NO
22. Do you strategically use contextual and custom hashtags?
☐ YES ☐ NO
23. Do you locate and interact with your audience through hashtags and location tags?
☐ YES ☐ NO

4 | COMMUNITY & ENGAGEMENT



- 24. Do you follow inspiring and like-minded brands? Do you follow your competitors?
☐ YES ☐ NO
- 25. Do you reply to questions and comments in a timely manner?
☐ YES ☐ NO
- 26. Do you ask questions and engage with your target audience regularly?
☐ YES ☐ NO
- 27. Have you identified your industry influencers at local, national and global levels? Have you established relationships with these influencers?
☐ YES ☐ NO

5 | INSIGHTS & ANALYSIS



- 28. Do you pay attention to the timing of your posts? Have you identified the most effective times to post specific types of content?
☐ YES ☐ NO
- 29. Do you boost and/or sponsor well-performing posts?
☐ YES ☐ NO
- 30. Do you systematically track, analyze and leverage your insights?
☐ YES ☐ NO