**Social Media Audit Template**

**Company:** [Insert company name here] **Date:** [insert date of completion here]

[For each section of this social media audit, list the channel, the handles, if the account is ‘verified’, how many followers the account has, how often you post on the channel, the engagement the channel gets, any recent updates posted, the ‘top content’ on the accounts, the key performance indicator, and what opportunity the channel has. Example and explanations can be seen below.]

1. **Twitter**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Handle** | **In line with brand guidelines?** | **Verified** | **Followers** | **Frequency of posting** | **Engagement rate** | **Recent updates** | **Top content** | **KPI’s** | **Actions** |
| @example | No- change cover picture to match primary colours of brand. | No | 362 | 3x/week | 5.6% | **‘**Lorem ipsum dolor sit amet, consectetur…’* 13 likes
* 2 retweets
* 0 replies
* 146 impressions
 | ‘This tweet performed the best in terms of likes, retweets, replies, etc. in the past 3 months/since the last audit’.* 56 likes
* 12 retweets
* 4 replies
* 298 impressions
 | -Impressions-Engagements-Link clicks-Profile visits | -Post more video content as this performed well-Link to website more as this is a main source of traffic to website |

[List all channels and use table above to insert respective answers/metrics]

**Glossary:**

**Actions:** After analysing what succeeds or doesn’t in accordance with your goals for each channel, list what needs to happen for the channel to achieve any marketing strategies.

**Engagement rate:** The total engagements a post received divided by the total number of impressions on the same post. For example, if a Twitter post that receives 1000 views, and 100 ‘engagements’, has an engagement rate of 10%. An impression is how many times a post was ‘seen’ on the timeline. An engagement is when other accounts interact with the post (i.e., likes, retweets, reshares, comments). The engagement rate for each channel can be found on the respective analytics pages, for example for a Twitter account engagement rate you would use ‘Twitter Analytics’.

**Frequency of posting:** How often you post on this channel per week.

**KPI’s (Key Performance Indicators):** The metrics used to determine if a social media channel and marketing strategy is effective. For example, if your goal for social media is to increase traffic to website, one KPI you should measure is ‘Link Clicks’.