

## Social Media Audit Checklist

### Questions to Consider

- Do you have an up-to-date profile picture? What about your cover page?
- Is the information under "About" relevant and up-to-date? What about your phone number and hours of operations?
- Does your social media asset (Facebook, LinkedIn, Twitter, Instagram...) link to your website?
- How many likers/followers do you have?
- How often do you post?
- What is your push/pull mix?
- What types of media do you use? Images? Videos?
- Do you share articles? How often?
- How are you balancing your content? Are you selling or creating a social experience?
- What kind of comments and engagement are you receiving on your posts?
- Do you respond to comments? If so, how often?
- Do you have a rating? What is it?
- What is your social media voice?
- Do you drive consumers to your website based on your content?
- How often do you look at your analytics?
- Are you running any paid ads? Have you boosted posts? What was the outcome?