



Social Media Audit Checklist

Chances are, many of your customers are on social media. But how do you reach them with the right info at the right time? Start with an audit, and use what you learn to optimize your strategies moving forward!

AUDIENCE

- ☐ Identify demographics currently represented by your social media profiles and their followers.
 - Are there any demographics underrepresented?
- ☐ Compare your social following with your brand personas and website visitors.
 - Are they consistent? If not, why?
- ☐ Define audiences that contribute to your larger business goals.
 - Is it a narrow focus or a wide net?
Hint: You likely need to segment them.
- ☐ Create a custom audience using Pixels on Facebook or LinkedIn.
 - Website visitors
 - Previously engaged with your post
 - Customer email list
- ☐ Build a custom audience using first-party data from Facebook or LinkedIn.
 - Facebook: Geography, Demographics, 5-10 Interests
 - LinkedIn: Industry, Job Title, Geography
- ☐ Generate content specific to the audiences you want to reach on each channel.

GOALS

- ☐ Define your social media goals. Hint: They should differ by channel and audience.
- ☐ Designate specific actions which help you achieve your social media goals. In most cases, this will be a combination of primary, secondary, and onsite actions.
- ☐ Goal: Build awareness for my new product.
 - Primary: Impressions and completed video views
 - Secondary: Post shares and Instagram follows
 - Onsite: Lead form fills
- ☐ Identify social content that helped achieve these goals in the past. Apply findings to current and future campaigns.

CREATIVE CONTENT

- ☐ Evaluate what type of content you are using regularly. Images, video, etc.
- ☐ Look for opportunities to use different types of content or formats. In some cases, repurposed content can work in different formats like short videos utilized as stories.
- ☐ Analyze what content has performed well in the past month, quarter and year.
 - Are there recurring themes, audiences, topics, or content types?

“ I’ll spare you the clichés about harnessing the power of social media. If your social efforts aren’t moving the needle, it’s time to perform an audit to see what you’re doing right (or wrong). ”

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ORGANIC

- ☐ Compile organic content that is getting the most reach and engagement.
 - Identify trends in high-performing posts, hashtags, image types, etc.
- ☐ Define a hashtag strategy for your brand and utilize unique hashtags based on the content you post.
 - Limit this to a maximum of 10: 5 for your brand and 5 unique for each post.
- ☐ Push yourself to use 1 new social media feature each week or month. Polls, IGTV, stories, etc.
- ☐ Consider using influencer or affiliate marketing to supplement organic social media efforts.

CONVERSIONS

- ☐ Revisit social media conversion on an ongoing basis.
 - Ensure new conversions are added, existing conversions are reported accurately and old conversions are purged to avoid clutter.
- ☐ Quantify the conversions coming from your social media efforts.
 - Break down conversions by each social media channel, is there a clear winner?
 - How does the volume and cost per conversion compare to other marketing channels?
- ☐ Identify successful campaigns and replicate them with your future efforts.

PAID

- ☐ Define what social channel is most effectively contributing to your business goals.
 - Repeat this exercise for your paid audiences.
 - Repeat this exercise for your paid content.
- ☐ Define what social channel is most efficiently contributing to your awareness.
- ☐ Monitor campaigns with high frequencies, typically anything over 5.
- ☐ Avoid audience fatigue by leveraging a variety of creative within an ad group.
- ☐ Identify performance spikes or dips in your campaigns.
 - Are they correlated to an event or sales cycle?
- ☐ Define a seasonal budget for your campaigns based on peak sales cycles.
 - Use historical CPCs & CPAs as a benchmark to ensure your budget isn't limiting performance.

