



SYSTEMS SUNDAY

Downloadable

Social Media Audit Exercises

Brought to you by

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The Virtual Assistant Trainer™

#1: Review Your Current Social Media Strategy

What are your LONG-term social media goals?
What are your SHORT-term social media goals?
Which social platforms are best for your business and why?

What types of content do you post?

Is this content consistent with your goals? Why or why not?

#2: Conduct a Quick Social Media Audit

Current Platforms Used	Results from Current Platforms
	<i>Include Likes, Shares, Comments, Views</i>
New Platforms to Try	Why do you want to try these?
How frequently do you post now?	How frequently do you WANT to post?

Is your content getting the responses you want? What changes do you need?

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Analyze your engagement.

Are you happy with your engagement levels?

Are you happy with your graphics?

Do you use hashtags?

What's different between posts with lots of engagement and others with very little?

What changes do you want to make to your posts?

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What changes do you want to make to your STRATEGY?

#3: Analytics

Take a look at your analytics for your current social media campaigns. Jot down notes about your stats + think of how to improve your numbers.

Facebook	Twitter
Facebook: Insights > Posts	Twitter: Analytics > Tweets
IG Business	LinkedIn
IG Business Profile: Top right bar graph > Posts	LinkedIn: Manage Page > Analytics > Updates
Pinterest	Other:
Pinterest: Analytics > Profile > Top Pin Impressions	