



# Social Media Audit Checklist

Want to make sure your social media audit doesn't miss a single detail? Use this handy checklist to make sure your audit goes off without a hitch.

## Account details

- Platform and link to your profile
- About/bio text for the account
- Description of your profile picture
- Description of any banner or header image
- Any hashtags that appear in your bio or that you'll regularly use
- URL to use in your bio
- Listed contact info
- Whether your account is verified or not
- Internal person or team responsible for managing the account
- Mission statement for the account
- Date of the most recent post

## Performance Details

- Total number of posts published
- Frequency of posts
- Total engagement numbers: Engagement rate, click-through rate, views, comments, shares, etc
- Change in engagement rate vs. your last audit
- Top five posts for each platform by engagement rate (or the key metric you've chosen)
- Your campaign ROI (if you run paid ads)
- Content types and themes

## Competition

- Links to competitor social media profiles
- Relevant metrics for comparison
- Notable campaigns or strategies

## Audience details

- Demographics and buyer personas (age, gender, interests, location)
- Follower count (and change +/- vs. your last audit)

## Goals

- Areas for improvement
- Goals you want to achieve by your next audit
- Action to achieve goals and improvements
- Whether you met the goals you set for this audit, or changed course (and why)