



Kenferbizglobal LLC
Comprehensive Small Business Solutions

Social Media Audit - Template

Unlock your social media potential—start with a full audit to see what's working and what's not!

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Social Media Overview

We all know that social media refers to digital platforms where we create, share, and interact with content while connecting with others worldwide.

For small business owners and entrepreneurs, having an online presence means building a digital footprint that allows us to engage with our ideal customers, increase brand awareness, and drive sales.

Being active on social media is essential—it enables us to connect with our audience, showcase our products and services, and remain competitive in today's digital marketplace. But getting started is only the first step. To stay relevant, we must consistently update our accounts and regularly evaluate our performance on these platforms.

So, how do you make sure you're on track? By conducting your very own Social Media Audit.

What is a Social Media Audit?

A Social Media Audit is more than just a quick check of your profiles—it's a comprehensive evaluation of how your brand shows up online and how effectively your strategies are working. By analyzing each platform, you gain valuable insight into performance metrics, audience behavior, and content effectiveness. This process helps you clearly identify what's working, where the gaps are, and the opportunities that can take your social media presence to the next level.

The ultimate goal of a social media audit is alignment—making sure your online efforts truly support your business objectives. With the right approach, you can optimize your strategies to boost engagement, expand your reach, and maximize your Return on Investment (ROI). Ready to take control of your social media presence?

Follow the steps below to conduct a powerful audit that will transform the way your brand connects with its audience.

Step One – List All Your Social Media Accounts

Start by creating a complete inventory of every social media account tied to your brand. Be sure to include the major platforms—Facebook, Instagram, Twitter (X), LinkedIn, and YouTube—as well as any niche platforms or networks specific to your industry.

Social Network	URL To Profile	Owner
Facebook		
Instagram		
Website		

Step Two – Branding: Consistency Across Profiles

Make sure your brand’s visual identity—logos, colors, and overall style—remains consistent across every platform.

Review your bio and messaging to confirm they reflect the same tone and positioning everywhere.

Double-check that your profile and cover photos are current, your contact information is accurate, and all-important links are active and relevant. Consistency builds recognition, credibility, and trust with your audience.

Social Network	URL To Profile	Owner	Observation	Is Brand Consistent Yes/No

Step Three – Evaluation & Mission: Define Goals for Each Platform

Start by evaluating the unique needs of your business on every social media network. This means understanding what your audience expects, how they engage, and how each platform’s strengths can help you serve them best. For instance, Facebook may be ideal for community building, Instagram for visual storytelling, LinkedIn for professional authority, and X (Twitter) for quick insights and conversations.

Once you’ve assessed each platform, create a tailored Mission Statement for each one. Your statement should outline your purpose on that platform, the type of content you’ll share, and the value you intend to deliver. While each mission should align with your overall business objectives, it must also reflect the audience and features of the specific network. This clarity keeps your social media presence intentional, consistent, and results-driven.

Social Media Audit

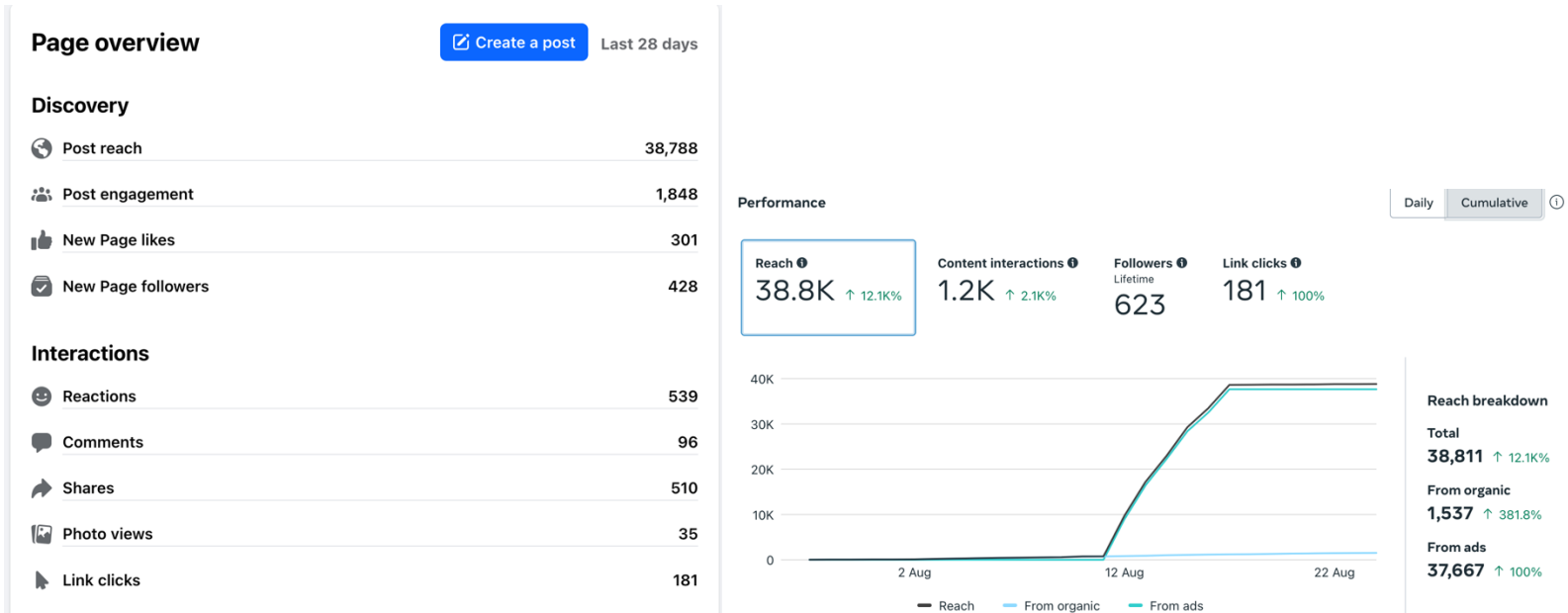
Social Network	URL To Profile	Owner	Mission Statement

Step Four – Analyze Performance Metrics

To understand how well your social media accounts are performing, dive into the key metrics that matter most. Look at follower growth, engagement rates (likes, comments, shares, saves), reach, impressions, and click-through rates. These numbers will give you a clear picture of how your audience is interacting with your content and whether your efforts are driving results.

Most platforms provide built-in analytics dashboards—like Facebook Page Insights or Meta Business Suite—that allow you to track performance in detail. You can also use third-party tools for deeper insights or to compare data across multiple accounts.

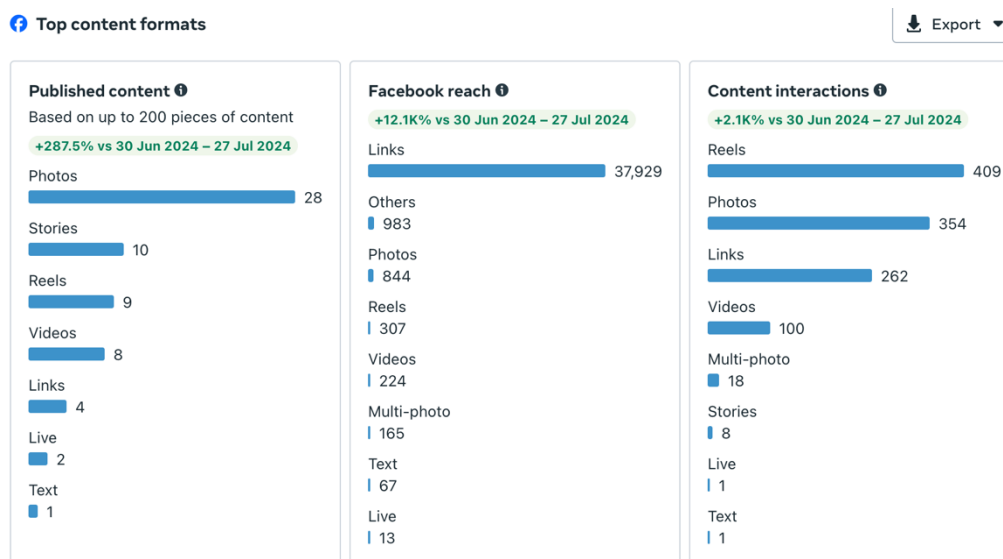
Be sure to evaluate your brand's progress over time by comparing results month-to-month or year-over-year. Visualizing this data through charts or reports makes it easier to spot trends, measure growth, and identify areas that need improvement. The more specific you get with what you track, the more strategic your social media decisions will become.



Step Five – Assess Content Performance

Review the different types of content you've shared—videos, images, links, stories, or text posts—and identify which formats resonate most with your audience. Pay close attention to posting frequency, the times of day your content performs best, and the topics or themes that consistently drive the highest engagement.

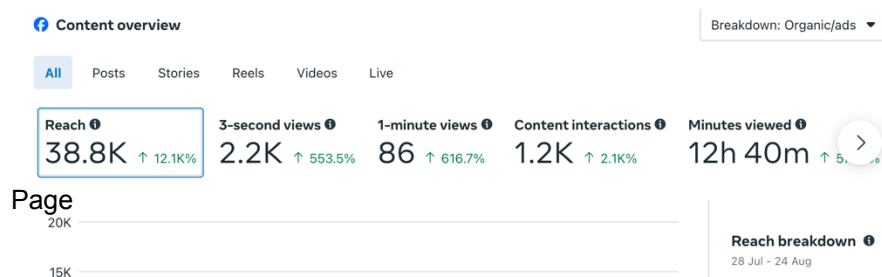
Use built-in platform insights or third-party tools (like Hootsuite) to gather and analyze this data. The goal is simple: double down on the content that captures attention, sparks interaction, and delivers value to your audience, while refining or eliminating what doesn't. By focusing on what works, you can create a more effective and engaging content strategy.



Step Six – Identify Top-Performing Posts

Not all content is created equal—and some posts naturally capture more attention than others. Take time to review your analytics and pinpoint the posts that generated the highest engagement, whether through likes, shares, comments, reach, or click-throughs. These standout pieces are strong indicators of what truly resonates with your audience.

Once you've identified them, dig deeper to uncover the "why." Was it the format (video vs. image), the timing, the messaging, or even the tone? Recognizing these success factors helps you refine your content strategy and replicate winning elements in future posts. By learning from your top performers, you create a blueprint for consistent engagement and growth.



Step Seven – Evaluate Audience Demographics

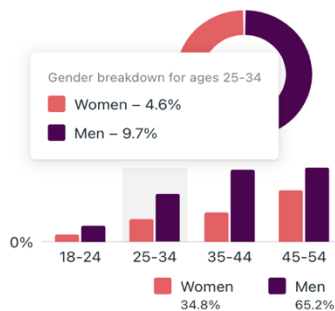
Take a deep dive into the demographics of your audience across each platform—looking closely at age, gender, location, and interests. These insights provide a clear picture of who is engaging with your content, helping you assess whether you’re reaching the right people or missing the mark.

By analyzing these patterns, you can determine if your content truly resonates with your intended audience or if adjustments are needed. For instance, if your goal is to attract millennial entrepreneurs but your data shows a majority of engagement from retirees, that’s a sign to refine your messaging, visuals, or platform strategy. Aligning your content with audience demographics ensures every post feels relevant, targeted, and impactful.

Facebook followers ①

623

Age & gender ①

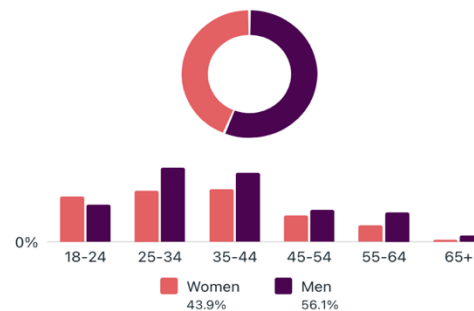


Top towns/cities

Instagram followers ①

522

Age & gender ①

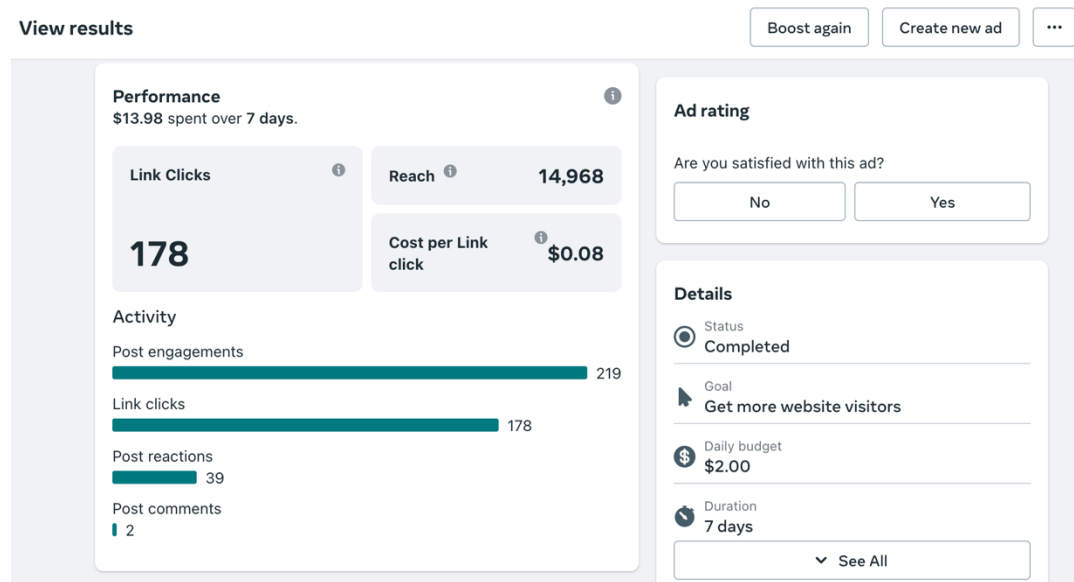


Top towns/cities

Step Eight – Review Paid Social Campaigns

If you've invested in paid social media campaigns, it's essential to evaluate their performance carefully. Analyze your return on investment (ROI) to determine whether your campaigns are delivering the desired results. Examine which ad creatives drove the most engagement, clicks, or conversions, and assess how well your targeting strategies reached your ideal audience.

This review helps you identify what works, what doesn't, and how to optimize future campaigns for better results. By learning from past campaigns, you can make data-driven decisions that improve both efficiency and effectiveness in your paid social efforts.



Step Nine – Examine Brand Mentions and Reputation

Keeping track of what people are saying about your brand online is crucial for maintaining a positive reputation and building trust with your audience. Monitor direct mentions, relevant hashtags, comments, and customer reviews across all social media platforms. Pay attention not only to negative feedback, which should be addressed promptly and professionally, but also to positive feedback that you can leverage for testimonials, social proof, and marketing content.

Social listening tools can make this process much easier. Platforms like Brandwatch offer in-depth analysis of brand mentions, while Hootsuite has integrated social listening features if you're already using it for scheduling or analytics. Take the time to research and select the tool that best fits your budget and business needs. Regularly monitoring your brand's online presence ensures you stay responsive, informed, and proactive in protecting and enhancing your reputation.

Step Ten – Recommendations | Develop an Action Plan

Now that you've completed your social media audit, it's time to turn insights into action. Begin by listing clear recommendations for your brand based on the findings from your analysis. Highlight areas that need improvement, such as content types that aren't performing, platforms that require more attention, or audience segments that are being underserved.

Next, create a detailed action plan outlining specific steps to address these opportunities. This could include optimizing your posting schedule, refining your content strategy, testing new types of posts, or adjusting targeting strategies for paid campaigns. By setting clear objectives, assigning responsibilities, and establishing timelines, you ensure that your audit translates into measurable growth and stronger engagement across all your social media platforms.

Conclusion

Conducting a thorough social media audit is one of the most powerful ways to refine your approach, strengthen your connection with your audience, and achieve measurable results from your social media efforts. By systematically reviewing your profiles, content, audience, and performance metrics, you gain the clarity needed to make informed decisions and optimize your strategy for growth.

Use this audit template to compile your data, insights, and recommendations in one place. This becomes a valuable reference for guiding your social media strategy and tracking progress over time, ensuring every post, campaign, and interaction aligns with your business goals.

Social Media Audit

Celebrate the effort you've put into this process—it's a significant step toward building a stronger, more impactful social media presence.

Kudos to you!