

Social Media Audit Checklist

Fill out this checklist and use it to track the channel performance, community engagement, and more.

Basic Details

Company Name: _____

Date of Audit: _____

Social Media Manager: _____

Platforms Audited: _____

Step 1: Define Your Goals and Establish KPIs

1. Have you defined specific social media goals for each platform? Yes No
2. Do your current business goals align with your social goals? Yes No
3. Are your goals SMART (Specific, Measurable, Attainable, Relevant, Time-bound)? Yes No
4. Have you established KPIs to measure progress towards these goals? Yes No
5. Does your audit showcase the month, quarter, or year-over-year percentage change of different metrics to track change over time? Yes No

Step 2: List Your Social Media Accounts

1. Have you compiled a comprehensive list of all social media profiles under your brand's name? Yes No
2. Have you identified and documented any inactive or unofficial accounts? Yes No
3. Have you ensured access to all accounts, checking with team members if necessary? Yes No

Step 3: Establish Benchmark

1. Have you gathered historical data from social media platforms using analytics tools? Yes No
2. Have you researched and documented industry-specific benchmarks? Yes No
3. Did you tracked and compared the performance of direct competitors? Yes No

Step 4: Tracking Performance of Individual Channels

1. Have you analyzed engagement metrics (likes, comments, shares) for each platform? Yes No
2. Did you measured reach and impressions for posts on each platform? Yes No
3. Did you track the follower growth and CTR for each platform? Yes No
4. Have you assessed conversion rates from social media to your website? Yes No
5. Have you identified which platforms are most effective for your business goals? Yes No

Step 5: Assess the Best Performing Content

1. Are you done identifying the types of content that generate the most engagement (e.g., videos, reels, polls)? Yes No
2. Do you know which posts have the highest levels of engagement, impressions, and reach? Yes No
3. Did you used analytics tools to find insights on best-performing posts and hashtags? Yes No

Step 6: Analyze Audience Data

1. Have you analyzed audience demographics (age, gender, location, language, occupation)? Yes No
2. Are you done reviewing psychographics (interests, hobbies, lifestyle choices, beliefs)? Yes No
3. Did you assessed behavioral insights (type of content engaged with, preferred formats)? Yes No

Step 7: Run SWOT Analysis

1. Do you know what are the strengths of your social media presence (e.g., high engagement rates, strong brand voice)? Yes No
2. Have you recognized weaknesses that need improvement (e.g., inconsistent posting, low follower count)? Yes No
3. Also, have you explored opportunities for growth (e.g., new platforms, untapped audience segments)? Yes No
4. Have you determined external threats (e.g., competitors, platform algorithm changes)? Yes No

Step 8: Prepare Action Items and Update Strategy

1. Did you identify which social media platforms are delivering the best results and why? Yes No
2. If so, have you determined what type of content is performing best and how to create more of it? Yes No
3. Do you know when is your audience most active and how can you adjust your posting schedule? Yes No
4. Have you addressed the most significant strengths and weaknesses identified in your audit? Yes No
5. Have you updated your strategy to include new metrics or KPIs to track? Yes No