Social media audit worksheet

Questions to help you review an account before planning new content.

1. THE BASICS

What is the account trying to achieve this quarter?
Who is the primary audience, and what do they need from the account?
Which channels are active, and which are dormant?
Who owns each channel, and who approves content?
Is the profile information complete and consistent?

2. CONTENT REVIEW

List the five most recent posts. What job was each one doing?
Which formats appear most often: text, image, carousel, video, link?
Which topics repeat, and which promised topics are missing?
Are captions clear without the image? Are images useful without the caption?
Is the call to action obvious, or is it different on every post?

3. SIGNALS AND GAPS

Which posts created saves, replies or useful questions?
Which posts were seen but ignored, and what might explain that?
Are there unanswered comments or messages?
What is the handover process when the account manager is away?
What would you test in the next four weeks?

4. WRITE A SHORT SUMMARY

Three things that are working.
Three things that need attention.
One test for next month, with a clear measure of success.

Placeholder resource from Social Magent. socialmagent.online