

12-Point Social Media Self-Audit Checklist

1. Profile Information

- Check all social media profiles for consistency in names, logos, and bios.
- Ensure your profile pictures and banners are current and high quality.
- Verify that all contact information is accurate and up to date.
- Review and update your bio to ensure it includes relevant keywords and a compelling description of your business.

2. Platform Assessment

- Check all social media profiles for consistency in names, logos, and bios.
- Ensure your profile pictures and banners are current and high quality.
- Verify that all contact information is accurate and up to date.
- Review and update your bio to ensure it includes relevant keywords and a compelling description of your business.

3. Performance Metrics

- Check all social media profiles for consistency in names, logos, and bios.
- Ensure your profile pictures and banners are current and high quality.
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4. Content Review

- Review the types of content you're posting (articles, videos, images, etc.) and see which ones perform best.
- Check consistency in branding and messaging across all posts.
- Make sure you are using an effective mix of promotional, educational, and engagement-focused content.
- Evaluate the frequency and timing of your posts.

5. Audience Analysis

- Analyze your follower demographics (age, gender, location, etc.) to understand if you're reaching your target audience.
- Review audience feedback and interactions to identify common questions or concerns.
- Monitor audience sentiment: Are comments generally positive, negative, or neutral?

6. Competitor Benchmarking

- Identify your main competitors and review their social media presence.
- Analyze their content strategy: What types of content do they post? How often do they post?
- Check their engagement metrics: How many likes, shares, comments, and followers do they have? How do these compare to yours?
- Identify what they're doing well and any gaps in their strategy that you could take advantage of.



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7. Hashtag Usage

- Review the hashtags you've been using. Are they effective in expanding your reach?
- Identify popular or trending hashtags in your industry that you could leverage.

8. Response Management

- Evaluate your response rate and response time to comments and messages.
- Review the quality of your responses: Are they helpful and engaging?

9. Security and Compliance

- Ensure you are following all rules and regulations on each platform.
- Check your account security settings and consider a regular password update routine to prevent unauthorized access.
- Make sure any user-generated content complies with brand guidelines and platform rules.

10. Tools and Resources

- Evaluate the tools you are using for social media management. Are they meeting your needs, or is there a better option available?
- Consider if you have the necessary resources (time, staff, budget) to manage your social media effectively.



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11. Goals and Objectives:

- Review your current social media goals. Are they SMART (Specific, Measurable, Achievable, Relevant, and Time-bound)?
- Determine if your current social media strategy is aligned with these goals.

12. Influencer Partnerships

- Review any partnerships with influencers or brand ambassadors on social media.
- Evaluate their impact: Are they driving followers, engagement, or conversions?
- Ensure that their messaging aligns with your brand and that they are adhering to any agreement terms.

Once you've conducted your audit, compile your findings into a report. Highlight your successes, identify areas for improvement, and set new goals based on your findings. The data gathered from a social media audit can help you create a more effective and engaging social media strategy moving forward.

