

# Social Media Audit **Checklist.**

Serious about social media performance? Here's a quick checklist of where your company can take stock and shape up.



## Content **Performance** Review.

What's working well with your content? Consider the following:

**Conversions:**

Are your targets within the sales cycle converting?

**Development of community:**

Is your fan/following count increasing, declining, or remaining steady?

**Quality and value of traffic:**

How do social users compare to other types of users in terms of pageviews, bounce rate, session duration, and conversion?

**Traffic:**

Is social driving people to website or other off-social destinations?

**Reach:**

Is social driving increased brand awareness?



## **Workflow** Health Check.

How smooth a machine is your social media team?

Does your process facilitate a fast response to social conversation?

Does it provide high-quality, on-brand, and shareable content?

Do your social marketing goals mesh with overall company goals?



## Social Media **Inventory.**

Take stock of everywhere you're active, or should be:

**High-performing accounts:**

What insights can you use on other platforms?

**Under-performing accounts:**

How can you adjust strategy to improve results?

**Dormant accounts:**

Should you shut them down or relaunch them?



## Digital **Buzz.**

Use social listening to surface insights and opportunities:

What are people saying online about your brand?

What is being said about your competitors?

What conversations are forming around key industry term

**Done already?** Then your social business is well on its way to a major boost.  
**Want to go deeper?** Then [contact us](#) to hear how we can help.

