

WORKBOOK

A QUICK GUIDE TO AUDITING YOUR SOCIAL MEDIA

BY MULEI DIGITAL STUDIO



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WORKBOOK

CONTENTS

INTRODUCTION

STEP 1: REVIEW YOUR SOCIAL
MEDIA PROFILES

STEP 2: ANALYZE YOUR CONTENT

STEP 3: ASSESS AUDIENCE
ENGAGEMENT

STEP 4: CREATE YOUR ACTION
PLAN



Hello!

Welcome to the Social Media Audit Workbook!

We're excited to guide you through the process of refining your social media presence. Whether you're looking to boost engagement, align your content with your brand, or simply understand what's working and what's not, this workbook is your step-by-step companion.

At Mulei Digital Studio, we believe that a strong digital presence starts with knowing where you stand. Let's dive in and uncover the insights that will take your social media to the next level!

Happy auditing!

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Introduction

INTRODUCTION

Why Audit Your Social Media?

Regularly auditing social media platforms is crucial to ensure that your online presence remains effective and aligned with your brand strategy.

By conducting audits, you can identify what is working well, what is not performing as expected, and where improvements can be made.

This workbook is designed to assist users in evaluating their social media performance, making necessary adjustments, and ultimately enhancing their brand's online visibility and engagement.

STEP 1

Review Your Social Media Profiles

INTRODUCTION

Let's Start with the Basics: Profile Review

Your social media profiles are the first impression people get of your brand online. A consistent and up-to-date profile reinforces your brand identity and builds trust with your audience. In this Step, we'll guide you through reviewing your profiles across all platforms to ensure they accurately reflect who you are and what you do.

INSTRUCTIONS:

- List all your social media platforms (e.g., Facebook, Instagram, LinkedIn, Twitter).
- Check your profile images, bios, and contact information for consistency and accuracy.
- Make notes of any inconsistencies or areas that need updating.

Platform: [List Platform Name]

Profile Image: Is it high quality and consistent?
[Yes/No]

Bio: Is your bio up-to-date and reflective of your
brand? [Yes/No]

Contact Info: Is your contact
information accurate? [Yes/No]

Notes

STEP 2

Content Audit

INTRODUCTION

Diving Deeper: Analyze Your Content

Content is the heart of your social media strategy. By analyzing what you've posted, you can identify patterns and determine what resonates with your audience. This page will help you evaluate your content's effectiveness, highlighting the types of posts that drive the most engagement and aligning your content strategy with your brand's goals.

INSTRUCTIONS:

- Review the last 20-30 posts on each platform.
- Note the types of content (e.g., images, videos, text) and which ones received the most engagement.
- Identify content that aligns with your brand and resonates with your audience.

Platform: [List Platform Name]

Content Type: [e.g., Image, Video, Text]

Top-Performing Posts: [Space to list
top 3 posts]

Engagement Level: [High/Medium/Low]

[illegible]

STEP 3

Audience Engagement

INTRODUCTION

Understanding Your Audience: Engagement Matters

Engagement is a key indicator of how well your content connects with your audience. By assessing likes, comments, shares, and follower growth, you can gain valuable insights into your audience's preferences and behaviors. This Step will help you measure engagement across your platforms and identify areas where you can improve interaction with your followers.

INSTRUCTIONS:

- Evaluate how your audience interacts with your content (likes, comments, shares).
- Look at follower growth trends over the last 3-6 months.
- Identify which platforms have the highest and lowest engagement rates.

Platform: [List Platform Name]

Follower Growth: [Increasing/Decreasing]

Engagement Rate: [High/Medium/Low]

[illegible]

[illegible]

STEP 4

Create Your Action Plan

INTRODUCTION

Turning Insights into Action: Your Next Steps

Now that you've gathered insights from your audit, it's time to create an action plan. This final Step will help you summarize your findings, set clear goals, and outline the steps needed to enhance your social media strategy. Remember, consistent improvements lead to lasting success—let's make your social media presence stronger than ever!

INSTRUCTIONS:

- Summarize your findings from the previous pages.
- Identify key areas for improvement and set 3-5 actionable goals.
- Plan your next steps, whether it's updating profiles, adjusting content strategies, or seeking professional help.

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Thank you!

You've taken the first step by completing this audit—now it's time to take action! Whether you need help implementing your findings, refining your strategy, or just want expert eyes on your social media presence, Mulei Digital Studio is here to assist.



Do You Need More Help?

[Schedule a Call](#)

Let's Work Together! Contact us today for a comprehensive social media audit tailored to your brand's needs. We'll help you optimize your platforms, boost engagement, and achieve your goals. Book a Call to get started.

