

SOCIAL MEDIA AUDIT CHECKLIST

THIS CHECKLIST SHOULD HELP IDENTIFY AREAS FOR IMPROVEMENT
AND OPPORTUNITIES FOR GROWTH ACROSS SOCIAL PLATFORMS.

Profile Optimization

1. Are all profiles consistent in terms of branding (logo, colors, tone)?

Y N

☐ / ☐

2. Is your bio clear, with relevant keywords and a call to action (CTA)?

Y N

☐ / ☐

3. Are profile pictures and cover images up-to-date and high-quality?

Y N

☐ / ☐

Content Analysis

4. Is your content aligned with your audience's interests?

Y N

☐ / ☐

5. Are you posting a variety of content (videos, images, stories, articles)?

Y N

☐ / ☐

6. Is the content engaging (comments, shares, likes)?

Y N

☐ / ☐

7. Do you have a content calendar or regular posting schedule?

Y N

☐ / ☐

Follower Engagement

8. Are you responding to comments and messages promptly?

Y		N
<input type="checkbox"/>	/	<input type="checkbox"/>

9. Are you encouraging engagement through questions, polls, or CTAs?

Y		N
<input type="checkbox"/>	/	<input type="checkbox"/>

10. How do your engagement rates (likes, shares, comments) compare to your following size?

Y		N
<input type="checkbox"/>	/	<input type="checkbox"/>

Performance Metrics

11. Are you tracking important KPIs (reach, impressions, follower growth, engagement rate)?

Y		N
<input type="checkbox"/>	/	<input type="checkbox"/>

12. Which posts are performing best? What are the common elements (topic, format, timing)?

Y		N
<input type="checkbox"/>	/	<input type="checkbox"/>

13. Are you analyzing follower demographics (age, location, gender)?

Y		N
<input type="checkbox"/>	/	<input type="checkbox"/>

Competitor Analysis

14. Have you reviewed competitors' social media strategies and content?

Y		N
<input type="checkbox"/>	/	<input type="checkbox"/>

15. What content formats or strategies are they using that are successful

Y		N
<input type="checkbox"/>	/	<input type="checkbox"/>

16. Are there gaps in their content you can capitalize on?

Y		N
<input type="checkbox"/>	/	<input type="checkbox"/>

Hashtag & SEO

17. Are you using relevant and trending hashtags in your posts?

Y N

☐ / ☐

18. Is your content optimized for social media SEO (keywords in captions, tags)?

Y N

☐ / ☐

19. Are you experimenting with different hashtags to increase visibility?

Y N

☐ / ☐

Consistency & Branding

20. Are you maintaining a consistent posting frequency?

Y N

☐ / ☐

21. Is the visual style (graphics, photos, videos) consistent across platforms?

Y N

☐ / ☐

22. Are you staying on-brand with your messaging and voice?

Y N

☐ / ☐