



Checklist for a Social Media Audit: Business Edition



Social media is one of the most powerful tools for small businesses to connect with their audience, build brand awareness, and drive sales. But is your social media strategy as effective as it could be? Use this quick checklist to audit your presence on LinkedIn, Instagram, Facebook, TikTok, and Twitter. Identify what's working, what's not, and where there's room for improvement.

General Checklist

PROFILE OPTIMIZATION

- Clear, high-quality profile photo (preferably your logo).
- Optimized bio with keywords and a compelling brand message.
- Up-to-date contact information (email, phone, website link).
- Custom URL (if the platform allows it).

CONTENT STRATEGY

- Consistent posting schedule.
- Content aligned with your business goals.
- Clear brand voice and tone.
- Mix of content types (videos, images, polls, articles, etc.).
- Value-driven content: Are you educating, entertaining, or solving problems for your audience?

ENGAGEMENT

- Respond to comments, messages, and mentions promptly.
- Are you actively engaging with followers' content?
- Encouraging interaction through questions, polls, or challenges.

ANALYTICS

- Regularly review key performance metrics (likes, shares, comments, reach).
- Analyze follower demographics (age, location, interests).
- Identify top-performing posts and replicate their success.



LinkedIn

- Is your business page complete with a banner image and detailed "About" section?
- Are you posting thought leadership content, industry news, and updates?
- Have you enabled and encouraged employee advocacy (team members sharing posts)?
- Are you utilizing LinkedIn groups to connect with niche audiences?
- Are your posts receiving engagement from your target audience (e.g., comments from decision-makers)?



Instagram

- Is your bio optimized with a link to your website or a Linktree?
- Are your Highlights organized and visually appealing?
- Are you using a mix of static posts, Reels, and Stories?
- Are you leveraging Instagram Shopping if applicable?
- Are hashtags optimized for your niche and target audience?



Facebook

- ☐ Is your page verified and complete with updated business hours, location, and contact info?
- ☐ Are you using Facebook Stories and Lives to engage your audience?
- ☐ Are you responding to messages in a timely manner? (Consider enabling auto-responses.)
- ☐ Are you utilizing Facebook Groups to build a community around your brand?
- ☐ Have you explored Facebook Ads to reach a wider audience?



TikTok

- ☐ Is your bio short, catchy, and reflective of your brand?
- ☐ Are you participating in trending challenges or sounds relevant to your business?
- ☐ Are your videos optimized for vertical viewing and under 60 seconds?
- ☐ Are you leveraging TikTok ads to reach your target audience?
- ☐ Are you engaging with comments and duetting/stitching other content to grow visibility?

Twitter

- Is your profile photo and banner consistent with your branding?
- Are you using a pinned tweet to highlight an important message or offer?
- Are you tweeting regularly and engaging in real-time trends and conversations?
- Are you using relevant hashtags to increase visibility?
- Are you monitoring mentions and engaging with users who tag your business?

Wraps Up

Conducting a social media audit is a powerful step toward optimizing your online presence and ensuring your efforts drive results. By assessing your profiles and content regularly, you can stay ahead of trends, engage your audience more effectively, and make your brand shine on platforms like LinkedIn,

Instagram, Facebook, TikTok, and Twitter. Remember, even small adjustments can lead to big results! If you're ready to take your social media strategy to the next level but aren't sure where to start, I'd love to help! Schedule a free consultation today at www.thecreativebenefit.com, and let's create a plan to elevate your brand and grow your business. Together, we'll make your marketing work for you!

