

Figure 4.1 Social media audit template







 Social Media Audit		
	<ul style="list-style-type: none"> • How many Likes do we have? • How often do we post? • What is our push/pull mix? • What types of media do we use? • Does our Facebook link to our website? • Do we have updated cover and profile? 	<ul style="list-style-type: none"> • Do we respond to comments? • Do we have a rating? What is it? • What is our social media voice? • What do the comments on our page and photos typically say? • Do we share articles? How often?
	<ul style="list-style-type: none"> • How many followers do we have? • What is our media mix for posts? • What kind of hashtags do we use? • Does our profile link to our website? • What is our social media voice? 	<ul style="list-style-type: none"> • Who do we follow? • Do we respond to comments? • What are the comments on our photos saying? • What is our push/pull mix?
	<ul style="list-style-type: none"> • How many followers do we have? • What is our media mix for posts? • What is our social media voice? • Have we claimed their Google business listing? • Does our profile link to our website? 	<ul style="list-style-type: none"> • Do we respond to comments? • What is our push/pull mix?
	<ul style="list-style-type: none"> • What type of content do we post? • Do we drive consumers to our website based on our content? • What is our push/pull mix? Do we interact with users? • Do we post stories often? 	<ul style="list-style-type: none"> • What is our voice/image perceived through our stories?
	<ul style="list-style-type: none"> • Do we use YouTube? • What types of video content do we post? • Are these videos shared on our other social channels? • How many subscribers do we have? • What are the comments on our videos saying? 	<ul style="list-style-type: none"> • Do we respond to comments? • Does our profile link to our website? • How many Likes do we receive, on average, for a video? • How many views do we receive, on average, for a video?

Figure 4.2 Social media competitive analysis

Site	Competitor	Link to Profile	Profile Name/ Image	Friends/Fans /Followers	Date of Last Activity	Frequency of Posts	% of posts that are promo.	Notes on Likes, Comments, Shares	Followers	Engagement	Influence	Mentions	#Brand Count	Boards/Active	Followers	Blog/Owned Channel	Content Type/Notes	FOLLOWERS (TODAY)
 FACEBOOK	A														0			
 INSTAGRAM															0			
 TWITTER															0			
 LINKED-IN															0			
 SNAPCHAT															0			
 PINTEREST															0			
 TUMBLR															0			
 YOUTUBE															0			
OTHER															0			
OTHER															0			
 FACEBOOK	B														0			
 INSTAGRAM															0			
 TWITTER															0			
 LINKED-IN															0			
 SNAPCHAT															0			
 PINTEREST															0			
 TUMBLR															0			
 YOUTUBE															0			
OTHER															0			
OTHER															0			