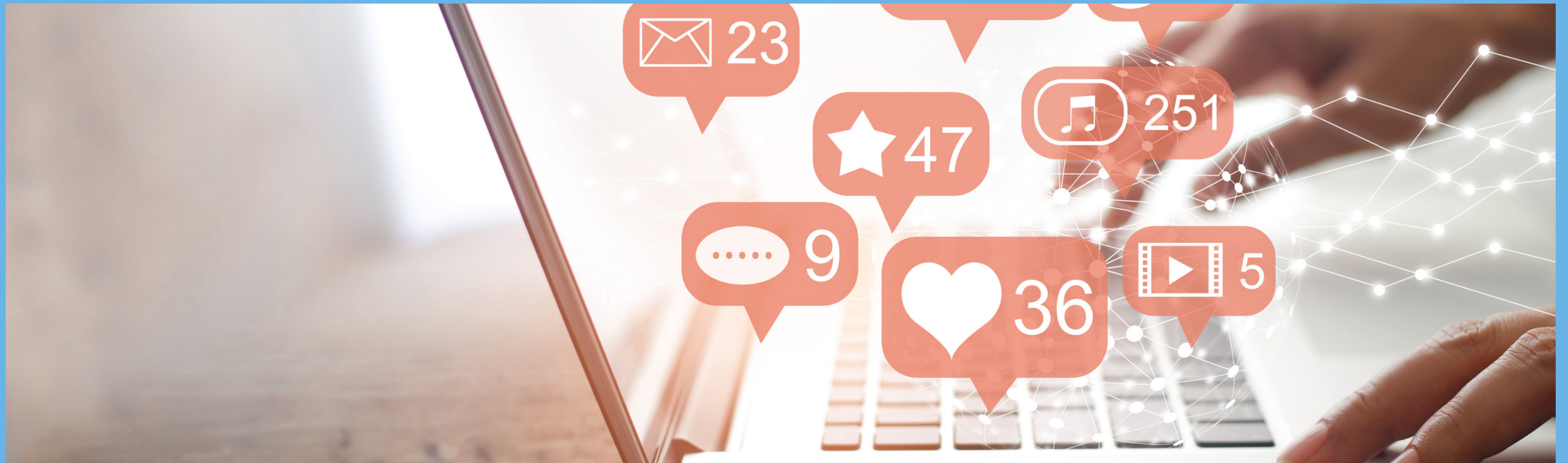


How to: Complete a social media audit

A step-by-step guide to get you familiar with your socials



Why is it necessary?



You wouldn't go into a business and set a goal of earning £1 million in the next year before you know their current figures, so don't do it with your own social media.

Getting to know your current social media standing will help you understand what's working, what's not and what you can do to make improvements.

Take your time with the audit, go into depth with it and try to be as critical as possible for the best results.

Before you get started: find all of your social media accounts that you use to promote your business- including any personal accounts.

Follower count and goals

Fill in your current following for each platform that you use. Put the date in the column header so you have the reference point. Delete any platforms that you don't use. Make sure you collect all your platform's following count on the same day.

Thinking back to how each platform has grown in the last 6 months and how much work you put into social media, set a follower count goal. You can expect to see greater growth if you plan to put in more work in the next 6 months, but it should still be realistic.

Do the same for the year goal but consider that in a year's time you will understand each platform better so the following might grow more rapidly.



Analyse your audience

Go through each platform and look at the audience you currently have. Many platforms will have this information in their analytics, otherwise a quick glance through your followers will help give a basic understanding. This exercise will help you understand if the audience you have is the one you aim to attract, or if you need to put more focus on that.



Content and engagement

Have a look through the last month of content you have posted (if you haven't posted more than 10 times in the last month, go over the last 2 or 3 months). Take note of the content that has been commented on, shared or liked more than others. Is there a theme there?

Similarly, take note of the content that has seen less engagement than other posts. Is there a theme?

When looking at your engagement rates, you can do this by looking through the analytics or when looking over your content to make an estimate. If you have noticed the same people (outside of your organisation) engage with your content, look at their profiles and see if they have anything in common. Are they invested in your company or are they 'outsiders'?



Check your set up

It's important to note that all platforms are set up different, so some points may not work for all platforms. Where appropriate, does your platform include your:

- Email address
- Contact number
- Opening hours
- Physical address
- Website
- Operating area
- 'About' information

Other areas to check include:

- Is your Instagram set up to be a business account?
- Is your LinkedIn set as a business page?
- Is your Facebook set as a page?
- Do you post on the platform at least a couple of times a week?





Check out your competitors

Find your 3 closest competitors in your area, and then find all of their social media platforms (easiest method is through their website- either right at the top or in the footer).

For each platform, include the following:

- Follower count
- How often they post
- What type of content they post
- What engagement they get (high, low, consistent, inconsistent, figures etc)