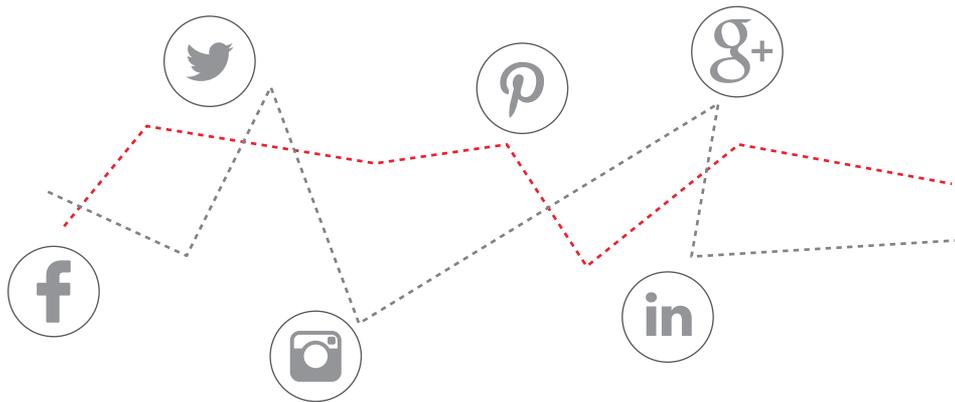


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The 7-Step Social Media Audit Checklist: HOW TO MAKE SURE YOUR BUSINESS IS DOING SOCIAL RIGHT

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THE 7-STEP SOCIAL MEDIA AUDIT CHECKLIST: HOW TO MAKE SURE YOUR BUSINESS IS DOING SOCIAL RIGHT

As an entrepreneur, aspiring entrepreneur, marketing professional, or just someone who's highly active online, I bet you know a lot about social media already.

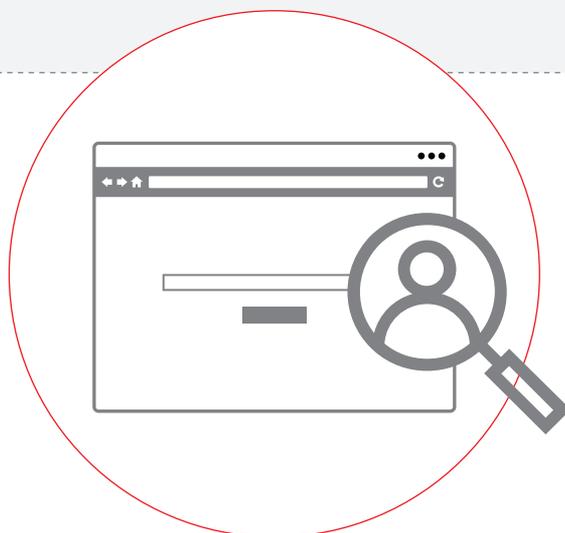
But as social media becomes an increasingly crucial tool for growth and driving sales, you might be asking yourself: How do I assess whether my social media strategy is working for my business?

So to bring some clarity to the issue, we've prepared the following social media audit checklist to help you analyze your efforts, spot any shortcomings, and work through resolving them.

Step 1

IDENTIFY ON WHICH SOCIAL NETWORKS YOU AVE A PRESENCE ALREADY

Search for your brand name on Google. The most popular networks have high authority and will most likely show up on the first page of search results. Click through the next three to four pages of results to make sure there aren't any unofficial accounts or accounts on smaller networks showing up. Then, create a spreadsheet listing all the accounts your business operates. Make sure to separate regional and specific profiles



Step 2

ASSESS THE USEFULNESS OF EACH ACCOUNT

Start by asking yourself why you set up each social media account in the first place. Did you do it only to secure your brand's name or actually develop some goals? Another way to assess the usefulness of a network is by investigating whether your target audience actually uses it.

Step 3

CHECK YOUR SOCIAL MEDIA PROFILES FOR CONSISTENCY

To properly represent your brand, your social media accounts should be consistent. Check for these features on all your social channels:

- The same logo, displayed in accordance with your brand guidelines
- A compelling and up-to-date description that includes keywords most relevant to what your company does
- A correct link to your website, or in the case of regional accounts, relevant local landing page.

Then, ask yourself whether you're using the same voice for all accounts. Or are you very formal on one network while communicating in a casual manner on another?

Lastly, carefully consider what content you publish on each network. Do not duplicate your content on all social channels. Tailor each social channel to the respective network's purpose and audience. For example, Twitter is ideal for quick communication with fans, Facebook followers prefer a more engaging approach from brand & don't mind having a bit of fun and LinkedIn is the platform where all professional communication should go to.

Step 4

AUDIT OUR AUDIENCES ON EACH SOCIAL NETWORK

Now that you know which social profiles are consistent with your brand, it's time to make sure you're engaging with the right audience on those networks. Here are two ways to do this:

- Google Analytics>Audience report>Filter by demographics, gender & location. Your social media audience should match the people who visit and convert on your site.
- Google Analytics, open Channels report (via Acquisition tab, click All Traffic) and select Social. You'll get a breakdown on which social media channels that bring you the most traffic



The audience demographic



Traffic source of social media channels

Step 5

REVIEW YOUR ACTIVITIES ON EACH SOCIAL NETWORK

Time to review your activities! Ask yourself the following questions:

- **What content are you posting?**
To engage social media audiences, you should maintain a healthy mix between curating content and promoting your own posts. From personal experience, I can attest that a 50/50 split between curation and creation works best to engage an audience.
- **What types of content do you post?**
Vary your content to determine what works best. Use tools like Likelyzer to audit your Facebook page and SproutSocial or Twitonomy to do the same for your Twitter profile.
- **How often do you post?**
Naturally, there is no ideal social media posting schedule. What works for one audience might not work for another. In general, however, you should post at least eight to ten times a day on Twitter, two to three times a day on Facebook, twice a day on LinkedIn and Google+, and once a day on Instagram. So assess how often you should publish content to each of your accounts

Content
Post Topic

?

Content
Type

?

Posting
Schedule

?

ANALYZE AUDIENCE ENGAGEMENT

Analyzing audience engagement will tell you if your social media efforts are delivering any meaningful results, by using these four metrics:

- **Conversion Rate**

Establish whether what you're posting or saying on social media connects with your audience. A high conversion rate means the content you are publishing on a particular social network is engaging your audience. A low conversion rate might suggest that you don't understand your audience needs. You can use this simple formula to calculate this:

Conversion Rate = No. of audience comments (or replies) / post

- **Amplification Rate**

Your amplification rate is simply the number of retweets and shares your content receives depending on the network on which it was posted

- **Applause rate**

This metric indicates what content your audience likes. You can measure your applause rate by the number of likes or favorites per post (again, this metric depends on the network on which you posted your content).

- **Economic Value**

Finally, you should also assess how your social media strategy affects your bottom line. Naturally, you can't measure the entire value of your social media presence. But you can quantify some of it by measuring the impact of certain actions, like how many people visit your page or take advantage of a content offer.

Step 7

AUDIT YOUR COMPETITION

Lastly, perform competitive analysis and compare your efforts with what your competition is doing. Please pay particular attention to:

- Networks they build a presence on
- How they present themselves (assess their business bios, profiles, and where they link from their social media profiles)
- What audiences they attract
- How active they are on each network
- What level of authority they have
- What content they post
- Their original vs. curated content ratio
- How much original content they post
- When and how often they post
- Whether they have any influential followers