

SOCIAL MEDIA AUDIT

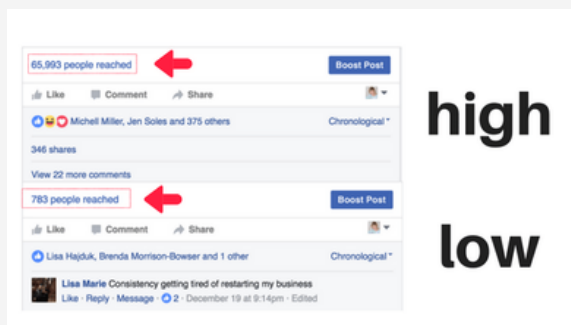
STEP INTO
SUCCESS

FREE BONUS

So the year is almost up – are you ready to take your business to the next level in 2017?

In order to change your business, you first need to analyze it.

When it comes to social media, one of the easiest ways to find out what works is to pinpoint what didn't.



This includes not only taking a look at your own social media page, but the pages of your competitors.

Before you sit down to plan for your social media in the New Year, follow this template to analyze 2016.

Locate all your social media platforms and record your number of likes, your profile name and date of last activity.

Then ask yourself the following questions for each platform:

- What was your best social media platform?
- What was your worst social media platform?
- Identify top performing social posts (High reach and engagement)
- Identify least performing social posts (Low reach and engagement)
- What type of content had most engagement? (Video, photo, link post and so on)
- How many Facebook Lives did you do?
- How many likes did you increase in the last year vs. the year prior?
- Are you branding yourself consistently across all platforms?
- Are there any social media platforms you should be using more?
- Are there any social media platforms you want to stop using?
- Are your customers using the social media platform?
- How many times a day/week did you post vs. your competitors
- Did you reach the goals you set for your pages from 2016?
- What are your new goals for 2017?