

SOCIAL MEDIA

audit

PROFILE & BRANDING



- Consistent biz name across platforms
- Consistent handle across platforms
- Bio clearly identifies business
- Account is listed in accurate category
- Optimized keywords in profile
- Bio includes a CTA button
- Clear branding guidelines set
- Branded profile picture/cover photo
- Brand colors and styles are consistent
- Contact information up-to-date
- Functioning link to website
- All other links up-to-date
- Account is integrated with other platforms

COMMUNITY



- Messenger auto-reply enabled
- Comments replied to in timely fashion
- Method of escalation in place for customer issues
- Clear schedule set for checking messages and notifications
- Content cross-posted to other accounts

CONTENT



- Style consistent across platforms
- Consistent color palette
- Consistent tone of voice
- Content is relevant to brand
- Content is varied
- High quality images/videos
- Captions include CTAs
- Relevant hashtags used
- Location tags used
- Use of special features
 - Stories
 - Video
 - Carousels
 - Reels
 - Pinned Comments
 - Shoppable Tags

PLANNING & STRATEGY



- Content is planned and/or scheduled in advance
- Insights are evaluated to determine top content