



Social Media Audit Checklist

Use this checklist to review your social media presence and identify growth opportunities. You should aim to have as many boxes checked as possible.

1. Profile & Branding

- ☐ Profile photos and cover images are consistent across platforms
- ☐ Bios include clear value proposition and relevant keywords
- ☐ Links direct users to the correct landing pages/website
- ☐ Branded hashtags and taglines are visible where appropriate
- ☐ Contact information is up to date

2. Content Strategy

- ☐ Posting frequency is consistent (e.g., 2-3x per week)
- ☐ Content mix includes: educational, entertaining, promotional, and engaging posts
- ☐ Visual style (colors, fonts, imagery) matches brand identity
- ☐ Use of video, Reels, or Stories is part of strategy
- ☐ Evergreen content is repurposed across platforms

3. Audience Engagement

- ☐ Average engagement rate is tracked monthly
- ☐ Comments and messages are responded to promptly
- ☐ Content encourages conversation (polls, questions, CTAs)
- ☐ Community management is active (liking, commenting, sharing)
- ☐ Audience demographics align with target customer

4. Analytics & Performance

- ☐ Follower growth is steady and measured
- ☐ Top-performing posts are identified and analyzed
- ☐ Ad performance is tracked separately from organic
- ☐ Website traffic from social media is monitored
- ☐ Conversion goals (leads, sales, sign-ups) are being tracked

5. Competitor Insights

- ☐ Competitors' platforms and activity are regularly reviewed
- ☐ Benchmarking engagement rates and follower counts
- ☐ Noting content types competitors use successfully
- ☐ Identifying gaps you can fill with unique content

6. Advertising & Paid Media

- ☐ Target audience segments are well-defined
- ☐ Ad creatives align with brand guidelines
- ☐ Campaigns have clear objectives (awareness, leads, sales)
- ☐ Retargeting audiences are set up
- ☐ ROI is reviewed at the end of each campaign

Next Steps

- Highlight 3 areas you scored lowest in → make these your focus
- Set clear goals (ex: “Grow Instagram engagement by 20% in 3 months”)
- Create an action plan and schedule your next audit (quarterly or bi-annually)

 **Pro Tip:** Most businesses discover at least 2–3 “quick wins” from their first audit that lead to higher engagement and better results.

Need help improving your results? Let’s talk. We can create a tailored social media growth plan for your business.

Learn more at AlanisMarketing.com or reach out to us directly at Jake@AlanisMarketing.com