



Account summary

Network

eg. Instagram, or Facebook, or Twitter

Mission statement

eg. "to promote company culture using employee photos," or "to provide customer service during office hours"

About / Bio / Tagline

Copy & paste the text that appears in the About / Bio / Tagline section of your profile

Handle

Include @username(s) and link to the profile(s) here

Link in profile

Paste any links from your about / bio section linking to other websites or networks

Verified

Indicate whether your account has been verified, or if you've submitted a verification application

KPIs

eg. Engagement rate, number of followers, etc.

Hashtags

List any hashtags you use regularly and/or ones that appear in your bio

Channel owner

The person(s) and/or team responsible for this channel, eg. "Amanda Wood, Social Marketing Manager"

Date of most recent post

Include the date of the last post here to quickly identify underused or abandoned accounts

Top content / Pinned post

Quick health check to determine if you're on the right track re: mission statement and KPIs - paste the link to the post here

Keep / Deactivate

Based on usage & performance, should this/these accounts be kept or deactivated

Notes

Include any notes about the account here, eg. "inactive account, consider deleting"

Performance

Number of posts

Total number of posts published over a specific period, eg. past 12 months, all time, etc.

KPI number 1

eg. # of fans, Likes, Engagement Rate, etc.

YoY change

How much has this KPI grown or decreased year-over-year (YoY), or whichever period makes the most sense for your business

KPI number 2

eg. # of fans, Likes, Engagement Rate, etc.

YoY change

How much has this KPI grown or decreased year-over-year (YoY), or whichever period makes the most sense for your business

KPI number 3

eg. # of fans, Likes, Engagement Rate, etc.

YoY change

How much has this KPI grown or decreased year-over-year (YoY), or whichever period makes the most sense for your business

Audience

Demographics

Use the analytics tools of the chosen social media account to pull visitor demographics

Number of followers

Add number here

YoY change

How much has audience increased or decreased year-over-year

Goals

Goal 1

Indicate a goal that you want to achieve, eg. increase audience engagement by 20%

Results

Set a date to return to this audit to determine if you were successful

Goal 2

Indicate a goal that you want to achieve, eg. increase number of followers by 15%

Results

Set a date to return to this audit to determine if you were successful

Goal 3

Indicate a goal that you want to achieve, eg. obtain 50% more likes on posts

Results

Set a date to return to this audit to determine if you were successful

SWOT analysis

INTERNAL FACTORS	Strengths	Weaknesses

EXTERNAL FACTORS	Opportunities	Threats

Actions

Include any notes about actions to take based on the SWOT analysis above