

SOCIAL MEDIA AUDIT TEMPLATE

FREE DOWNLOAD



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Social Media Audit Template

This template is to help you conduct a social media audit for your business. Follow these steps to execute your social media audit on your institution.

Step 1

Create a Spreadsheet and write down all the digital networks you own – Website / Facebook / Instagram....

Digital Network	URL To Profile	Owner

Step 2

Go on Google and search up any other social media profiles that is representing your company or institution that you don't own (imposters). Create a separate spreadsheet.

Digital Network	URL	Owner	Shutdown Y/N



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Step 3

Evaluate the needs for all your social media profiles and create a mission statement for each. For example: Instagram Profile—To share company culture and company achievements.

Social Network	URL to Profile	Owner	Mission Statement

Step 4

Make sure all your accounts are on brand. Proper profile photo, cover photo, icons, bios and descriptions are proper, and URL is correct.

Social Network	URL to Profile	Owner	Mission Statement	Branding Check Y/N

Step 5

Centralize the ownership of passwords. For example: have one IT person own the key to all the passwords for the social media profiles. Use a tool like LastPass to share access on a need to use basis.

Social Network	URL to Profile	Owner	Mission Statement	Branding Check Y/N	Password Centralized Y/N

Step 6

Create a process for how new channels will be established going forward and create a criteria e.g. any FRIEND requests. Make sure to also take note of who is going to approve the requests.

For example:

- Requester:
- Who is the target audience?
- What type of content will be posted in this profile?
- Who is going to respond to content?

Step 7

Contact Us

Do not hesitate to contact us if you need more information or want to discuss your digital strategy. If you have any questions, run into problems or anything at all, feel free to reach out.



Or book a FREE ONLINE consultation

