HOW TO RUN A SOCIAL MEDIA AUDIT

A social media audit is the process of understanding the success of your strategy across media platforms, from Facebook to LinkedIn. It helps point out what's going well, what's not, and what needs to be improved. Done right, a social media audit will leave you with a better, more proactive strategy for your digital marketing. Here's what you'll probably find out:

- Your most successful platforms
- What your audience wants to see
- What your audience is currently seeing
- Who your audience is
- What's helping — and what's not
- What the next trends seem to be
- ... and where to delegate your energy next!

Here are 6 easy steps to running your very own social media audit:

1 MAKE A LIST

WHAT: List your social network handles and identify which are active and inactive. Make a plan for inactive (unused for more than 8 months) and spam accounts, and be sure to change passwords at least once a year.

HOW: Look at your organization's record or social media accounts, and make sure to do some searches on Twitter, Instagram, etc. to find old or lookalike accounts.

2 CHECK YOUR LOOK

WHAT: Make sure your profile/bio text are up-to-date and complete; coordinate usernames; make sure links are up-to-date; update pinned posts and profile/header graphics.

HOW: On each platform's website, you can go into your profile settings and make adjustments from there. Be mindful of character limits and adjust your text accordingly.

3 FIND YOUR BEST-PERFORMING POSTS/MOMENTS

WHAT: Look through each channel's analytics from your desired period of time and identify the best performing posts or series.

HOW: Head to the "Insights" or "Analytics" section of your social media accounts. Some, like Twitter, will identify your best-performing post(s). Others, like Facebook, will require some browsing (Go to FB Business Manager>Analytics>Posts, then arrange by Impressions or Engagement).

4 ASSESS EACH CHANNEL'S PERFORMANCE

WHAT: You'll want to mark down:
- How well the account reached goals (if any)
- Follower count
- Monthly/annual reach
- Monthly/annual impressions
- Monthly/annual engagement
- Conversion count (depending on organization)

HOW:
- In-platform analytics
- Fathom, Google Analytics, or other web analytics platform (if applicable)
- Scheduling software platform (e.g., Buffer, Hootsuite)

5 LEARN ABOUT YOUR AUDIENCE

WHAT: Gather information on age, sex, geographic location, and (if applicable) interests of your audience!

HOW: Head to your on-platform analytics:
- Facebook: Open the Insights tab, scroll down to "Audience," and click "See All."
- Instagram: Open the Insights tab in Instagram, scroll down to "Your Audience," and tap "See All."
- Twitter: Unfortunately, data for audience analytics aren't generated for accounts with less than 1000 followers. If your organization *does* have 1000+ followers, open the Setting tab, click "Analytics" then click the "Followers" tab.

6 TAKE ACTION!

WHAT: Form a strategic plan for the future of your social channels.

HOW:
- List goals for each channel, like follower count, audience reach, and/or post engagement.
- Brainstorm and determine plans for reaching those goals.
- Schedule strategic check-ins once a month or quarter, with a 6-month check-in to assess and revise tactics.

We hope that our guide can help your organization get a better understanding of your social networks' performance. We've got more resources for your in the form of our FREE social media audit template! And as always, if you need strategic advice on improving their performance or achieving goals – or need help conducting your own social media audit – **schedule a 15-minute discovery meeting with us** at our website or **give us a call at** 412-551-1770.

DennyCivicSolutions.com