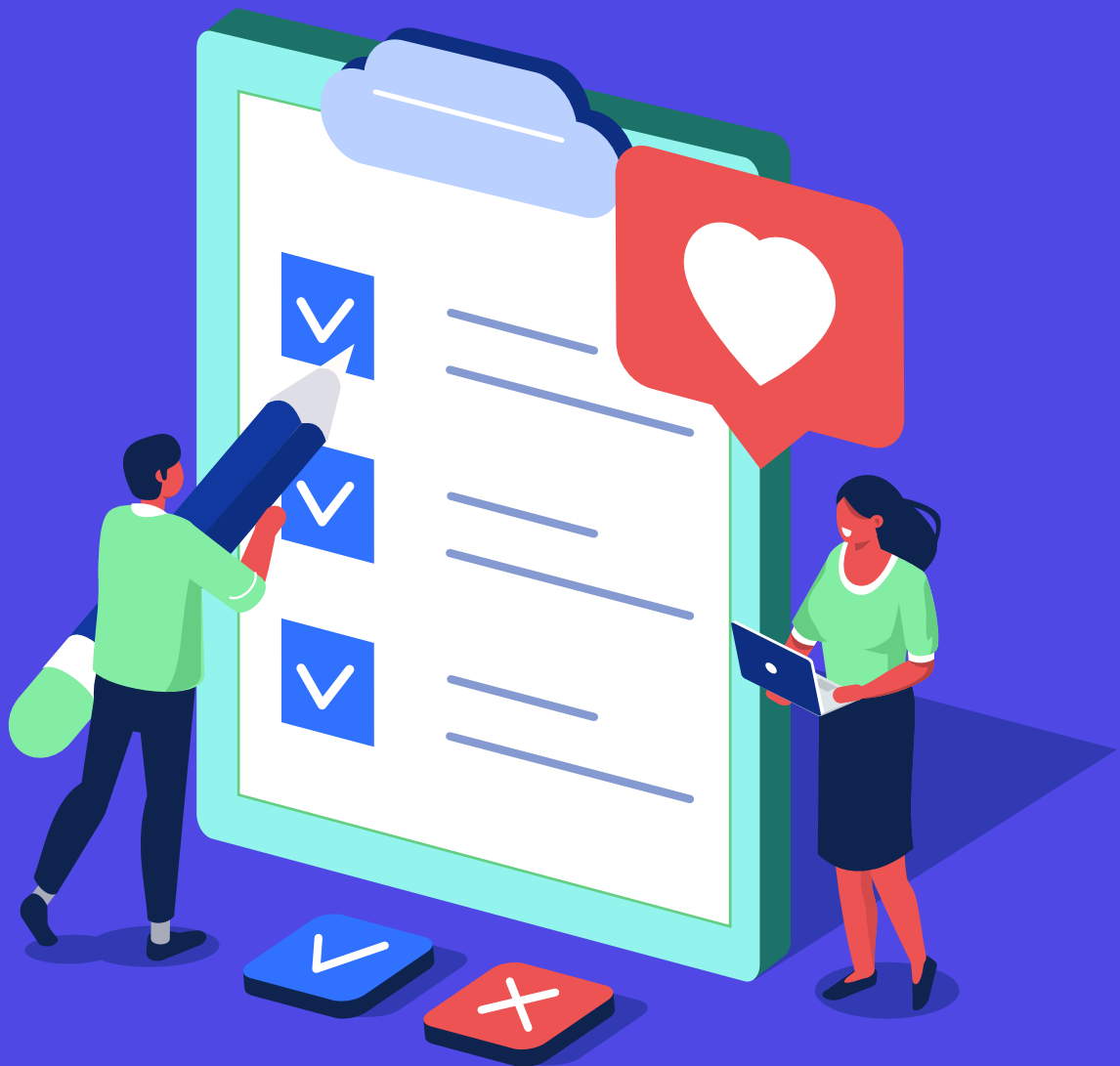




SOCIAL MEDIA AUDITING CHECKLIST



CONTENTS

INTRODUCTION	3
WHAT IS A SOCIAL MEDIA AUDIT?	4
STEPS TO SOCIAL MEDIA SUCCESS	4
TRACK DOWN ALL OF YOUR ACCOUNTS.....	4
THINK ABOUT YOUR BRANDING.....	5
USE ANALYTICS.....	6
LOOKING AT AUDIENCE	10
THINK ABOUT CONTENT.....	12
BUDGETS & ROI.....	12
FINAL THOUGHTS	13

INTRODUCTION

When it comes to online marketing there are many things that businesses can do to enhance the performance of their company in a digital world. We all know that social media is one of the most influential ways to speak to your audience and generate traffic but which platform is right for you, how do you know who your audience is and how do you connect with them to ensure maximum returns?

These questions amongst others can be answered by performing a social media audit. This checklist will look at the topics you need to cover the strategy you need to put in place and the things you need to tick off to ensure that you are getting the most from your social channels.

The considerations that businesses have to make revolving around social media are not only about the correct platform but the correct posting strategy.

Regardless of the size of your team you should be able to build a plan that will communicate directly with those you are targeting and include your existing customers in terms of the latest developments products or services that you offer.

With so many different platforms to choose from it can be a real maze and one of the other considerations you have to make is the actual size of your team that will be in charge of the social media and how they are going to target customers on a regular basis. It really is all about the audience where social media is concerned and if you are finding a channel with which your customers can resonate then success will surely come.



WHAT IS A SOCIAL MEDIA AUDIT?

Like any audit a social media audit is the practice of compiling all of the key information from your social media accounts, and getting behind the data to develop your future strategy. Performing one will create a clear picture of your current social efforts and show you the best way to improve results.

STEPS TO SOCIAL MEDIA SUCCESS

For the sake of this checklist and the fact that it is 2020 we will assume that you already have your social media accounts set up and that you have researched this area of marketing. For those that haven't we've produced dozens more guides and eBooks which can be found [here](#).

These are the steps we would then recommend for an social media audit:

TRACK DOWN ALL OF YOUR ACCOUNTS

It is vital that if you are to run an audit you track and monitor all of your social accounts. Whilst the content you publish might be different across various channels and the audience may vary, the message should still be the same. This is the best way to ensure that you are on brand and gives you the greatest change at social conversions, whether they be sessions on your website or purchases.

Don't forget that there might be old profiles created before your company had a social strategy or accounts that were abandoned at some point. It could also be that multiple departments within your company are using social media, but there's no unified system. To properly audit social media accounts connected to your company, you have to have a full list of them.

Simple web searches and searches on the social platforms should help you discover old or lost accounts. Once you have all of the accounts associated for your business there are two things to consider:

1. How are you going to monitor accounts moving forward
2. Are there any platforms that you are not active on that you should be?

THINK ABOUT YOUR BRANDING

Whether or not you identify as a brand or a business, the truth is you still have a 'brand'. This could be your name, your logos, certain colours or slogans that you use and many other things. It is vital that you make sure all of your profiles are working together to promote the business and that you're using up-to-date images, hashtags, keywords, and brand voice.

Hootsuite gives the following tips for aligning your social networks to maintain a strong brand:

- **Profile and cover images** - Make sure your images reflect your current branding and adhere to the social networks' image size requirements.
- **Profile/bio text** - You have limited space to work with when creating a social media bio, so it's important to make the most of it. Check that all fields are filled in completely and accurately with current brand messaging.
- **Handle** - Are you using the same handle across all social channels? In general, it's a good idea to do so if you can. Of course, you might need different handles if your accounts serve different purposes. (For example, Hootsuite has Twitter accounts @Hootsuite and @Hootsuite_Help.) Take a look at your handles and record in the notes if you want to make changes for consistency across social platforms.
- **Links** - Make sure you link to your homepage, an appropriate landing page or blog post, or a current campaign. You don't have to link to the same page from all your social accounts, but it's important to have a record of what's linked from where.
- **Pinned posts** - Evaluate your pinned posts to ensure they're still appropriate and up-to-date.
- **Verification** - This is a simple yes-or-no question. Is your account verified with a check mark badge? If not, should it be? We've created easy and clear instructions on how to get verified on Instagram, Twitter, and Facebook if this is something you want to pursue.

USE ANALYTICS

Arguably the most important thing you can use for an audit is data. Knowing why statistics are important and the benefits you can gain from them is vital. Businesses love cold, hard stats that can tell them more about how their campaigns are performing, who their audience is and where conversions are coming from.

The analytics tools that are available to brands and businesses through the social platforms they use can tell you a lot about your audience, engagement and post performance. To give you an example of the things that you can track, we'll look at one social network - Twitter.

For many, Twitter is the go-to social media platform, especially for businesses and getting a grip on the figures behind the post can help to tailor strategies and target future posts. The Twitter Analytics platform offers a wide range of information and can also help track performance.

The five main benefits of using Twitter Analytics are:

1. Learn more about your audience - It's impossible to conduct a targeted Twitter campaign if you don't know who you're targeting. An understanding of the overall demographics of Twitter users is a good place to start, but it's important to get a clear picture of exactly who your followers are, rather than just who uses the network in general.

Using Twitter Analytics, you can dive deep into your follower demographics, learning what languages they speak and how they're divided along gender lines, as well as their age, country of residence, and even household income. You can also gain valuable intel about their interests and online purchasing behavior.

2. Find out what content resonates with your audience - In general, tweets with photos get 313% more engagement. But is that true for your audience? It's something you can test by tracking engagement through a Twitter analytics report. If it is true, what kind of photos do they want to see? Do photos of people work better than, say, charts and graphs? By keeping an eye on your engagement Twitter metrics, you can learn precisely what connects with your followers, so you can develop a Twitter voice that speaks directly to them.

3. Post at optimal times - An analysis of more than 40,000 @Hootsuite tweets shows that for the B2B Hootsuite audience, 3pm Monday to Friday is the optimal posting time, but others have seen different results.

Part of the variation is based on geography. After all, 3pm in Vancouver is 6pm in New York, and 11pm in London. If your audience is primarily in the U.K., and you're on the West Coast of North America, posting at 3pm your time is likely not ideal. Using Twitter Analytics, you can determine where most of your followers are based, so you can post at times that make sense based on when they're likely to be online.

4. Determine if ads are working - When you're investing money in promoted tweets, you want to know if you're making good use of your advertising spend. By using Twitter Analytics for business insights, you can compare organic and promoted impressions to get a sense of how far your promoted tweets are expanding your reach.

You can also set up conversion tracking to measure return on investment (ROI).

5. Replicate success - Carefully tracking your top tweets allows you to look for commonalities in the tweets that get the best results, while tracking your poorest performing tweets can provide hints about what your audience does not want to see. Knowing what works and what doesn't, sets you up to replicate success while learning from misfires.

Once you have opened up Twitter Analytics page you will be instructed to login and sync the platform with your profile. The first thing that you will notice is the Tweet activity dashboard (main dashboard) which shows a detailed analysis of a businesses Twitter activity both over the last 28 days and as a succinct report by month.



If we look at the main overview (above) you can begin to see the picture of the last 28 days. You can track the number of tweets that have been sent from your account to ensure that your strategy is continuous and also that you are increasing activity at key times. The number of impressions can give you an insight as to whether or not you are posting at the right time. If you use a trial and error method of posting any research the optimum posting times you can increase this statistic and, in theory, the visits to your profile.

The number of followers is the clearest indication of who is looking at your profile and who follows your brand. When this fluctuates, for better or worse, you are able to track growth and look at where the followers are coming from or going to.


The last one of these metrics is the 'mentions' statistic, this will give you a clear indication if the content you are tweeting is informative, sharable and if it is sparking conversation.

Another handy feature is that you can see both your top tweet and the monthly summary. These allow you to look at what has worked both individually and collectively. Using the MoM comparison you can track growth and plot your strategy moving forward.



In terms of each individual tweet that is sent, you will be able to track:

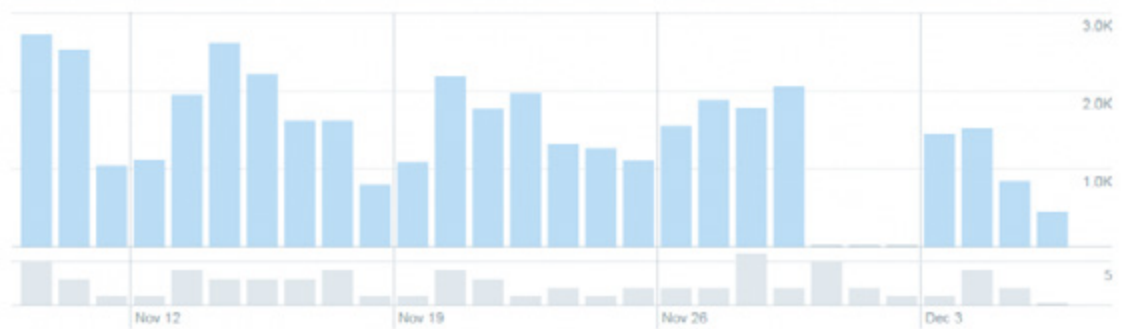
- The number of impressions
- The number of engagements
- The engagement rate (impressions divided by engagements)

	Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 Click Consult @ClickConsultLtd · 15h What 'bounce rate' means, how it affect SEO, and how keep visitors on your page for longer ow.ly/ZsHW30gCKD8 #bouncerate #SEO pic.twitter.com/n3eu67H0vN View Tweet activity					64	2	3.1%

Clicking on the individual tweets you can also pull up more specifics on engagements, such as the number of:

- Video views
- Link clicks
- Photo or video clicks
- Likes
- Retweets
- Replies
- Detail expands
- Profile clicks

Your Tweets earned 42.3K impressions over this 28 day period

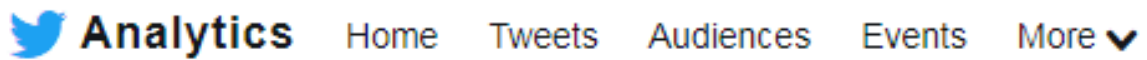


Clicking on the Tweets tab on the top level navigation offers an increasingly detailed analysis of how businesses tweets are performing. All of this data can be exported to curate reports and improve traction for the wider social media campaign.



LOOKING AT AUDIENCE

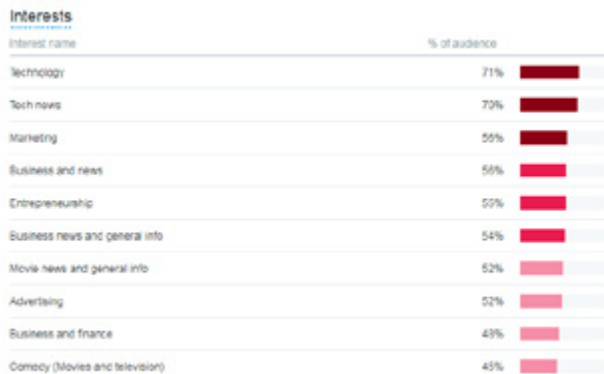
As you will be aware, audience is the key to a social media strategy and if you are to improve on what you are doing, then you have to be able to understand who you are currently targeting and who you want to target. This information is all available from the 'audience' tab in the top level menu.



Here you can look at the basics such as the gender, income and marital status of your audience.



In business however these stats are often over looked as a 'so what' type of stat. What you want to know is if there is interest, not just what sort of person you are. That's why the next tab shows the interests of the audience based on their followers, the details that they have filled in and their digital reading habits.

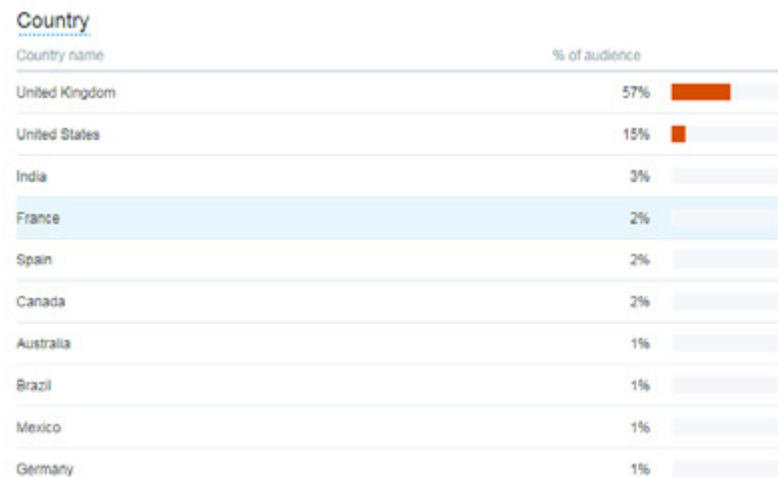


If you are able to target future posts to these subjects you should, in theory, improve your conversion rate, the number of followers, mentions and interactions.

If you want to expand their both locally and internationally are able to look at the location stats for information that will help them. For businesses who operate in a small, localised area, the region tab will break down where their audience is based and can offer suggested areas should they wish to branch out.



The country tab shows which markets are already receptive to a business and where they might target in the future. Publishing tweets in other languages or that will appeal to other nationalities is a good way to get a head start.



Navigating around these areas of analytics is highly informative and hugely relevant if you are looking for a more targeted approach to your social media strategy. The key takeaway is that you must stay on top of the stats and that adapting the way you operate in this space can be the difference between growth and stagnation.

THINK ABOUT CONTENT

If your posts aren't engaging and resonating with your followers, you won't succeed. Once you have all of the information from your analytics then you can start to think about your content. This will give you a clear picture of exactly which type of content is working on each channel. It is important to test different types of content such as the ones below based on your audience and the success of your previous posts.

- Videos
- Promotional
- Educational/information
- Entertainment
- Rich media (images and gifs)

BUDGETS & ROI

Reviewing your budget and calculating your ROI are important aspects of a social media audit but are often overlooked. Socialmediaexaminer says that while many businesses and marketers have a firm grasp of money, calculating total ROI from social media is more difficult, especially when you're looking at purely social ROI instead of financial ROI.

To tackle this part of your audit, pull up all of your records and look at how much you're spending on social media. Potential costs include:

- Ad spend
- Consultant or agency fees
- Third-party analytics and management tools
- Contest software
- Apps and tools to create images
- Employees who help with your social media efforts
- Tools to curate and display UGC on your site
- Professional photographers or equipment to take photos

Compare the costs and results. If you spend £199 on contest software and generated 304 leads and 102 conversions on a £20 per month subscription, for example, you'll be able to see that ROI clearly.

When examining third-party analytics, management, and social listening tools, look at both the costs and benefits you've received. Have these tools made you more efficient? Also, look at whether they've helped you generate better results from your content.

FINAL THOUGHTS

With competition at an all-time high and the way individuals take in their information so varied, social allows you to connect with as large an audience as possible and over an ever expanding number of formats. Auditing all of your channels and making changes is a must if you are to press ahead and stay there. Brands must constantly test and tweak their strategy to ensure that their reputation builds and their sales increase. Whilst this may be hard to trace from social media efforts you can bet that it is there working in the background.

If as a business you are able to create, publish, distribute and promote materials for your target audience which will in turn lead to new business then this is a strategy you have to explore. The content and assets which you can create cost relatively little to nothing and the return on the effort of creating them can be very lucrative. If you can then make the content engaging and sharable on social media then you are on a path to even greater exposure at a relatively low cost.



GET IN TOUCH WITH US TODAY

ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Organic Search (SEO) Team of the Year 2020, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

HOW CAN WE HELP YOU?

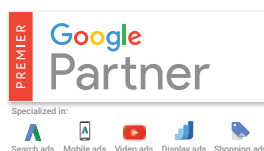
CONTACT US



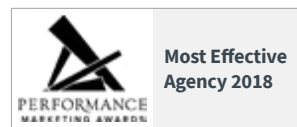
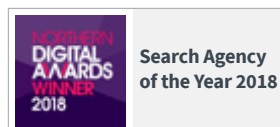
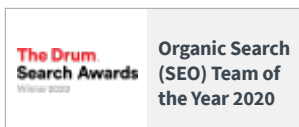
Follow us on [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

OUR ACCREDITATIONS



OUR AWARDS



OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**