

SOCIAL MEDIA AUDIT

Business Name: _____

Date: _____

Prepared by: _____

Site	URL	Profile Name	Followers	Posting Frequency
Facebook				
Instagram				
Twitter				
Google+				
YouTube				
Pinterest				

Questions to consider when deciding on which social media platforms to use for your business:

“Why are we using this social account?”

“Why do we want to use it?”

“What are our goals for this social media platform?”

“Are our target markets using it?”

INITIAL OBSERVATIONS

[TYPE IN HERE]

SOCIAL MEDIA PLATFORM OBSERVATIONS

FACEBOOK

Observations:

- ✓ Cover art is distorted, doesn't properly position the restaurant. It's confusing what the objective is, who's the target market and is this imagery doing a good job of targeting them?
- ✓ Profile photo/icon isn't clear in feeds or on mobile device.
- ✓ Posting infrequently – I've noticed only 2 posts a week.
- ✓ Looks like you are boosting some posts to get more likes and awareness – this is good, but limits how effective you can be with your targeted advertising campaigns.

Recommendations:

- ✓ Post minimum of 1 time per day. Ideally at least 5 times a week. Don't forget weekends, the most engagement happens on the weekends, particularly Saturdays.
- ✓ Don't just boost posts – make sure to use FB ad manager to manage your ads, and we recommend advanced targeting campaigns so you don't waste your advertising dollars.

INSTAGRAM

Observations:

Recommendations:

TWITTER

Observations:

Recommendations:

GOOGLE+ (Google My Business)

Observations:

Recommendations:

YOUTUBE

Observations:

Recommendations:

PINTEREST

Observations:

Recommendations:

LINKEDIN

Observations:

Recommendations:

SUMMARY OF RECOMMENDATIONS

[TYPE IN HERE]