



# SOCIAL MEDIA AUDIT PREVIEW

Since Renegade's social media audit template is over 40 pages, this document simply provides the highlights, outlining the main steps and the primary benefits of an audit.

To discuss how Renegade's audit could benefit your company, please call our CEO Drew Neisser at (646) 486-7702 or email him at [dneisser@renegade.com](mailto:dneisser@renegade.com)

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# DOCUMENT OVERVIEW

→ Why conduct a Social Media Audit?

→ How will you benefit from an audit?

→ What is the audit process?

→ Why Renegade?

 “Renegade makes the audit process really easy and keeps it professional all the way through.”  
(SVP Marketing & Sales, Cable Co.)

 “Social media used to be its own island—now we have a plan in place to integrate it not only across our communications but also with HR and customer service.”  
(VP Marketing, Telco)

 “The road map Renegade provided was crystal clear and exactly what we needed to elevate our efforts.”  
(VP Marketing, Financial Services Co.)



# WHY CONDUCT A SOCIAL MEDIA AUDIT?



## 5 REASONS CLIENTS REQUEST SOCIAL MEDIA AUDITS:

### 1 Your Competitors Seem To Be Gaining Competitive Advantage Via Social Channels

In just about every category from jet engines to underarm deodorant, insurance to routers, and airlines to fast food, some companies are finding ways to use social media to get a leg up on their competition. In some cases, it is simply the fact that these competitors started early. With others it was the recognition that social is much more than a marketing channel—it can also help provide better customer service and/or more cost-effective employee recruiting.

So the question for you here is: are you optimizing the opportunity that social media represents? If not, consider an audit.

### 2 Your Social Media Efforts Lack A Clear Purpose And/Or Are Not Aligned With Company Goals

Many CEOs find social media befuddling and initially accepted that social media could operate as an experimental island. Increasingly, however, we are seeing CEOs and their direct reports ask the tough question they ask of other initiatives: “how is this helping our business?”

If your internal team cannot answer this question, then now would be a good time to consider an audit.



# WHY CONDUCT A SOCIAL MEDIA AUDIT?

## 3 A Departmental Turf Battle Is Underway For Control Of Social

In many companies, social media started almost as an afterthought, given to the youngest person on the team or the first one to say, “hey, we should be on social.” As social has matured, various departments have jockeyed for control; marketing wants it to drive customer acquisition, customer service sees it as a vital new avenue to appease detractors, and HR recognizes that future hires are ripe for the picking on social.

If this sounds familiar, then a Renegade Social Media Audit can serve as an intervention, helping you set up a structure that brings all these disparate needs together within one grand plan.

## 4 The Internal Team Is Inexperienced

Homegrown social media practitioners often see themselves as missionaries and lack the experience to put it into the context of an overall marketing plan, let alone a broader corporate mission. The truth is that nine out of 10 times social media is more effective when integrated across the overall business, not just marketing or customer service.

An audit can help identify those lost opportunities.

## 5 Your External Agency Is Not Delivering Tangible Results

As social emerged as a discipline, your ad agency, your PR agency and/or your digital agency may have said, “we do social, too.” Undoubtedly, these folks were helpful in getting you set up on the various channels, and in some cases even provided thoughtful rationales for taking certain approaches.

Since then, it is possible that your efforts have hit a wall and that it is time to call in specialists who spends every waking minute helping clients achieve clearly defined goals.



# HOW WILL YOU BENEFIT FROM A SOCIAL MEDIA AUDIT?

Social media has quickly matured from an experiment to a discipline that requires a rigorous strategic process to maximize effectiveness. The audit is designed help companies take advantage of social media by understanding how social can support their business objectives, how their competitors are using it and how it can be managed with the right staffing structure.

## 5 REASONS CLIENTS LIKE RENEGADE'S SOCIAL MEDIA AUDIT:

### 1 A Rigorous Yet Painless Process

As you will see on the next few pages, Renegade's audit process is thorough yet efficient. In addition to gathering all the necessary information needed to inform a social media roadmap, the process of talking to all the critical stakeholders who might otherwise present roadblocks paves the way for successful implementation.

### 2 The Right Metrics

There are lots of ways to measure and track social media effectiveness, but rarely is the solution set the same for any two clients. It takes a thorough understanding of each brand's current situation, its overall goals and recognition of the strengths/weaknesses of social to set just the right metrics.



# HOW WILL YOU BENEFIT FROM A SOCIAL MEDIA AUDIT?

## 3 Current Content Evaluation

The beauty of social is that creating and sharing content is relatively easy. What's really hard is creating and sharing content that your customers and prospects will not tune out (like traditional advertising). During the audit, we evaluate not just your current content but also that of competitors and industry leaders to isolate the kind of content that will benefit your brand.

## 4 Identifying Internal Integration Gaps And How To Fix Them

Getting social right within an organization is really quite challenging. By talking to and involving all the stakeholders, Renegade identifies the departmental goals for social, looking for the common ground as well as how the various departments can work together for maximum organizational effectiveness.

## 5 A Clear Road Map

The road map defines where your brand should be heading, how to get there, and how long it will take to achieve key milestones. It will uncover what we like to call "the quick fixes," like fleshing out network profiles or eliminating superfluous channels. It will also recommend budget levels for achieving various goals and monitoring services (both of the paid and free variety).

Call or email Drew to find out how your company can benefit from a Social Media Audit.  
(646) 486-7702 • [dneisser@renegade.com](mailto:dneisser@renegade.com)



# WHAT IS THE AUDIT PROCESS?

Before Renegade can recommend social media channels, we perform as deep a dive as possible into the current brand and competitive landscape. In the course of the audit, we interview stakeholders, review existing content and social activity, review relevant competitive activity, develop a SWOT analysis, and ultimately prepare a clear road map for a measurably effective social media and content marketing program.

Who has responsibility for social media in the organization?

What tools are in place to help with measurement?

Do you have a corporate social media policy?

## PHASE 1: STAKEHOLDER INTERVIEW

The purpose of these interviews is to not just uncover insights that will help guide the social media program, but also to help build internal consensus for and interest in developing the program. This will be especially important if, on a corporate level, there has been resistance to engaging aggressively via PR and social channels. Ideally, these interviews will include anyone who may have input into a social media program, including marketing, corporate communications, IT, compliance/legal, account managers, sales and senior management.

These interviews are conducted by seasoned professionals who are used to interacting with corporate professionals at all levels.



# WHAT IS THE AUDIT PROCESS?

## PHASE 2: INTERNAL AND COMPETITIVE RESEARCH

### Review Of Current Social Media Activities:

Renegade will assess current social media activities, including social networks, microblogs, websites, microsites, blogs, video, webinars, events and search. This assessment identifies:

- Existing content that could be repurposed
- Staffing and infrastructure needs that may be required to implement
- Other issues and opportunities



### Competitive Social Media Audit:

Renegade will assess your key competitors' activities, including social networks, websites, microsites, blogs, microblogs, video, webinars, events and search. This assessment identifies:

- Content zones that are already well covered, as well as those that are not
- Content types that seem to gain traction in your industry
- Social media channels that seem to be working and not working for your competition
- Other issues and opportunities



# WHAT IS THE AUDIT PROCESS?

## PHASE 2 (continued):

### Best Practices Review:

This step serves the dual purposes of reconfirming the benefit of social media and content marketing programs to senior management AND helping to ensure that the designed program is as effective as possible. The hope is that by reviewing best practices, your company will not just catch up to its key competitors, but, better yet, leap frog over them and gain competitive advantage in doing so.

## PHASE 3: SOCIAL MEDIA AUDIT DELIVERABLES

### SWOT Analysis:

The SWOT analysis performs a number of important functions:

- Identifies how steep a climb the brand has to foster genuine engagement
- Anticipates what customers, competitors and the media will and won't say about the product or service
- Fleshes out the brand story that will inform social media activities

What return do you need from marketing?

What staff is available to assist with content discovery and creation?

Is there budget available for social media advertising to complement efforts?



# WHAT IS THE AUDIT PROCESS?

## PHASE 3 (continued):

### Renegade's Roadmap:

- Defines the brand voice
- Identifies the channels and how they should be rolled out and integrated
- Strategizes which tactics to use within each specific social media channel
- Identifies infrastructure and organizational changes needed to execute tactical opportunities
- Optimizes any current social media and content marketing tactics
- Delivers rollout schedule for recommended social media and content marketing tactics
- Defines KPIs and measurement tools needed to track performance
- Provides budget for implementing client approved road map

## SO HOW LONG DO THESE AUDITS TAKE AND HOW MUCH DO THEY COST?

Typically the audits take eight weeks from start to finish, including background research, departmental interviews, competitive assessments and the road map. As for how much, call (646-486-7702) or email Drew now to see if you qualify for the “spring special.”



# WHY RENEGADE?

## People

While we approach social media with childlike curiosity, we are a team of experienced professionals. Founder and CEO Drew Neisser is a well-known thought leader, having helped a broad range of clients for the past three decades find nontraditional solutions to age-old marketing problems. The one thing you will notice about all us Renegades is our passion for all things social and our commitment to delighting clients at every opportunity. For biographies of our entire leadership team, please [click here](#).

## Practice

Founded in 1996 as a nontraditional marketing agency, Renegade recognized the transformational potential of social early on and made it our primary practice in 2008. Since then we have helped a number of clients with social media and content marketing programs, including Akamai ADS, AXA Equitable, Cablevision, the Empire State Building, HSBC, OneWest Bank, Pennsylvania Power & Light, RR Donnelley and Vonage, among others. And, by the way, for a few of these clients we also architected and designed their websites, since it proved to be the shortest distance to optimizing their social programs.

## Process

You have already read about our audit process. We also are quite disciplined about how we do business with our clients on an ongoing basis. For example, every client gets an alias email address that goes to the team assigned to your business, ensuring that you get prompt and efficient service. We create content calendars, work nicely with other agency partners to ensure optimal content integration and, of course, provide meeting reports to make sure nothing falls through the cracks.

## Product

The Renegade team creates a wide range of engaging content for our clients including copy, memes, infographics, videos, contests, sweepstakes and Facebook applications. The quality of these materials is consistently strong despite the fact that we often have to turn it around quickly to take advantage of topical, “real-time” opportunities.

## Pricing

Renegade is privately held and keeps our overhead low in order to be able to provide highly cost-effective and competitive rates. That said, our goal is not to be the low-cost provider but rather the best value, delivering a superior product that exceeds client expectations. While the audits are often performed on a project basis, all of our ongoing relationships are retainer based.



# SOCIAL MEDIA AUDIT WHAT'S NEXT?

To discuss what a full audit could do for your company, please call or email our CEO Drew Neisser:  
(646) 486-7702 • [dneisser@renegade.com](mailto:dneisser@renegade.com)

Renegade is the NYC-based social media and marketing that helps inspired clients cut through. To learn more about us, visit our website at [renegade.com](http://renegade.com)

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