

How to Conduct a Social Media Audit

Overview

- Sets the stage by describing what you want to achieve and any immediate barriers
- For example, if you were launching a blog, this would be a one-paragraph description of the type of blog you want to create, who the audience is, what type of posts you'd do and how often

Goal(s)

- What you are trying to achieve

Strategic Considerations

- Several points (based on monitoring, listening/research) that identify challenges, issues, and opportunities that affect your strategic approach
- Often includes a summary of the competitive landscape
- Or it can be presented as a SWOT analysis (strengths, weaknesses, opportunities, threats) – see chart below. Note: Strengths and weaknesses are internal to the organization, while opportunities and threats are external

Strengths Identify current strengths	Weaknesses Identify current weaknesses
Opportunities Identify potential opportunities	Threats Identify where your organization is vulnerable

Objectives

What specifically you are trying to achieve

Should be quantifiable and tied into evaluation – use SMART (strategic, measurable, achievable, realistic, time-based) objectives

For example: increase blog readership 20 percent by December 31

Audience

Identifies the people your organization wants to reach (for example, customers, media, stakeholders, partners, volunteers, employees, influencers, media,)

Can be segmented and include a combination of demographic and psychographic data

Strategy

- How you are going to reach your overall goals and objectives
- Make this actionable but don't confuse with tactics

Tactics

- All the things you do to bring your project to life
- Include blog posts, social media updates, Facebook contests, YouTube videos, promoted posts and ads, website and other digital elements, tweet chats, podcasts, blogger and influencer relations, and hashtag campaigns
- Include social media and traditional channels
- Note: Tactics should be integrated with traditional marketing, advertising, events, PR, sponsorships, and direct campaigns

Budget

- Most real-life projects include a budget
- This should include out-of-pocket expenses (for example, web/blog design, original photography, video production, promoted posts/ads) as well as agency or freelancer costs and staff time

Timeline/Responsibilities

- Timeline should show how the various elements work together to achieve your objectives
- It should also include a column for who is responsible for completing each task
- Clearly state timing and duration of all critical decision points that could prevent the project from moving forward

Results (to be evaluated once the program is complete)

- Based on your measurable objectives
- Summarizes where you are, what you achieved, and where you fell short
- This is the place to include relevant charts and graphs, but only if they are essential

Learnings/Recommendations (once the program is complete)

- Based on your results
- Note whether or not you achieved your objectives and goal, which parts of your strategy and tactics worked, which areas need improvement, what you would change and why
- What actionable recommendations would you have for the future