

Social Media Audit Year

Last Updated: XX/XX/XXXX

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1. Introduction

- *Why do you require a social media audit and what is the purpose of this document?*
- *Which social media accounts will be audited? E.g. Main trust accounts*

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2. Profiles

(a) Primary profiles

- *What social media sites are you active on?*
- *What profiles do you have and are they currently active?*

Site	Presence	Profiles	Active	Verified?
Twitter	Yes or no?	e.g. @NHSElect	Yes or no?	Yes or no?
Facebook				
Instagram				
Snapchat				
LinkedIn				
YouTube				

(b) Key related accounts

- *What are the key related profiles? E.g. Connected departments or important members of staff*

Site	Presence	Profiles	Active	Verified?
Twitter	Yes or no?	e.g. @NHSElect	Yes or no?	Yes or no?
Facebook				
Instagram				
Snapchat				
LinkedIn				
YouTube				

3. Purpose

- *Are the purposes of the profiles clear?*

XXX

4. Visual Identity

- *Are all of the above complete and consistent in terms of design?*
- *Is the visual identity appropriate for the organisation or department?*

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5. Persona

- *What persona do you adopt on social media? E.g. Formal or informal?*
- *Is the persona appropriately demonstrated across the various profiles?*
- *Is the purpose of the account*

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5. Reach

(a) Fans and followers

- *How many people currently follow your profiles?*
- *How does this compare to your competitors?*

Site	Username	Followers	Competitor 1 followers	Competitor 2 followers
Twitter	@NHSElect	2,000	1,000	3,000

(b) Engagement

- *How many likes, shares and comments do you receive?*
- *How does this compare to your competitors?*

Site	Username	Average weekly engagement	Competitor 1 Engagement	Competitor 2 Engagement
Twitter	@NHSElect	Likes:	Likes:	Likes:
		Shares:	Shares:	Shares:
		Comments:	Comments:	Comments:
		Total:	Total:	Total:

(c) Impressions

- *How many likes, shares and comments do you receive?*
- *How does this compare to your competitors?*

Site	Username	Impressions	Competitor 1 Impressions	Competitor 2 Impressions
Twitter	@NHSElect	2,000	1,000	3,000

6. Interaction

- *How interactive are your profiles?*

Site	Username	% of comments responded to	Average time to respond to comments	Ratio of posts to engagement
Twitter	@NHSElect	2,000	1,000	3,000

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7. Quality of content

(a) Most effective content

- *How effective is your content at generating awareness?*
- *Does the quality of content reflect the brand appropriately?*
- *Is there a suitable variety of content?*
- *How does this compare to your competitors?*

Top 5 posts			Competitor top 5 posts		
Post:	Platform:	Reach:	Post:	Platform:	Reach:

(b) Content analysis

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8. Audience Targeting

- Which audiences do your social media profiles appear to target?
- Is content suitably differentiated for different sites?

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9. Summary SWOT Analysis

(a) Competitor Analysis

- What are the strengths and weaknesses of your social media activity?
- What opportunities exist to improve the success of your social media activity? What are the potential threats to the success of your activity?

Strengths	Weaknesses
- What are the strengths of your social media activity?	- What are the weaknesses of your social media activity?
Opportunities	Threats
- What are the potential opportunities to improve your social media activity?	- What are the potential threats to the success of your social media activity?

(b) Competitor Analysis

- *Who are your main competitors?*
- *What do they do better than you? What do you do better than them?*

(i) Competitor 1

Strengths	Weaknesses
- <i>What are the strengths of their social media activity?</i>	- <i>What are the weaknesses of their social media activity?</i>

(ii) Competitor 2

Strengths	Weaknesses
- <i>What are the strengths of their social media activity?</i>	- <i>What are the weaknesses of their social media activity?</i>

(c) Key Issues

- *What are the most significant issues that have arisen from the above analysis?*
- *What are your priorities as a result of this analysis? E.g. what are the key strengths you intend to build on? What are the biggest threats that you need to mitigate etc?*

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10. Recommendations

- *What are your recommendations to improve your social media activity?*

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