

Social Media

Internal audit template

 A social media audit provides an opportunity to assess the current performance of a business's social media presence. This includes follower counts, engagement levels and the effectiveness of posted content.

This template focuses on auditing your own business's social media; however, it is also worth considering undertaking a competitor analysis, allowing you to gauge your business's social media standing in comparison to your competitors. This insightful evaluation may reveal strengths and weaknesses enabling you to refine your social media strategy for better results.

Undertaking a social media audit will help your business understand the preferences and behaviours of your target audience. By analysing past content and engagement patterns, you can determine the types of content that resonate most with your audience, understand optimal posting times and realise which platforms are most effective for reaching your target demographic.

The insights you can gather from this audit will help you make the most of your social media efforts to enhance your broader business objectives.

1. Current position

Before you can make any changes to your social media strategy, you need to understand where you are right now. Complete the following template to assess how your business (or competitors' business, if completing a competitive audit) currently uses social media.

Company Name

Date

Channel (write N/A if not used)	How active is your business on this channel? (daily, 2-3 per week etc.)	What type of activity do you undertake on this channel? (posts, videos, infographics)
Facebook 		
Instagram 		
LinkedIn 		
Tik tok 		
X/Twitter 		
YouTube 		

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2. Performance

Once you have established what you've been doing, you need to consider if it has been effective and has achieved your objectives, or if you need to rethink your strategy.

In order to do this, you can look at engagement metrics and business metrics.

Engagement metrics are quantitative measurements used to assess and evaluate the level of interaction, involvement and interest that your audience has with your online content.

Business metrics, also known as key performance indicators (KPIs), are quantifiable measurements used to track, assess and evaluate your business's social media marketing efforts. These include traffic from each social network, conversion rates or the number of leads you might receive from your social media activity.

On the template below, track how your business's social media has been performing using engagement metrics and business metrics.

Channel (write N/A if not used)	Engagement metrics (likes, reposts, followers)	Business metrics (number of site visitors, subscribers, impressions)
Facebook 		
Instagram 		
LinkedIn 		
Tik tok 		
X/Twitter 		
YouTube 		

3. Opportunities

Now you have considered how your social media has been operating to date, it is time to look at ways in which you can improve your profile.

On the template below, note down actions your business can undertake to improve your profile, increase

your activity and consider what your competitors (or accounts you admire) are doing well.

Remember, you can take inspiration from others to produce more interesting or focused content, you can share their content on your feed, or you can do both!

Channel (write N/A if not used)	Profile improvements	Social activity improvements	Competitor
	<i>For example: corporate branding on Facebook is inconsistent with other channels. Review and amend.</i>	<i>For example: this channel has very few followers; review style of content and encourage followers to engage with content.</i>	<i>For example: see @ABCWealthManagement with interesting posts and easy-to-read articles.</i>
Facebook 			
Instagram 			
LinkedIn 			
Tik tok 			
X/Twitter 			
YouTube 			

Investment risk information

The value of investments, and the income from them, may fall or rise and investors may get back less than they invested.

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