

Social Media Audit Template



Why Social Media Audits are Important to Conduct

When onboarding a new client, or preparing for an annual review with a current client, it's essential to conduct a social media audit to gain a better understanding of your customer's accounts and current strategy. This understanding helps identify strengths, weaknesses, and opportunities for improvement, guiding your strategic decisions.

Use this document to help you identify areas your clients can benefit from using your services and develop measurable goals to reach them.

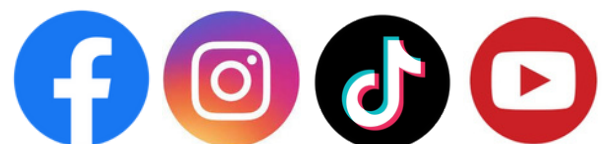
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Goal Setting

What are your long-term social media goals?

What are your short-term social media goals?

What are you wanting to learn about your accounts through this audit?

What platforms are you currently using and why? Are there others you want to add? If so, why?

YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have an engaging cover photo?	
<input type="checkbox"/>	Is your profile photo clear and represent your brand?	
<input type="checkbox"/>	Do you have an interesting about section?	
<input type="checkbox"/>	Do you have the CTA button set up?	
<input type="checkbox"/>	Do you have a link in your bio?	
<input type="checkbox"/>	Are you posting consistently?	
<input type="checkbox"/>	Is your content geared towards your target market?	
<input type="checkbox"/>	Do you have a clear CTA with each post?	
<input type="checkbox"/>	Are you asking questions to prompt comments?	
<input type="checkbox"/>	How often are you posting to this channel?	
<input type="checkbox"/>	Are you sending traffic to your website or newsletter?	
<input type="checkbox"/>	Are you replying to comments in a timely matter?	
<input type="checkbox"/>	Are you using stories?	
<input type="checkbox"/>	Are you using video?	
<input type="checkbox"/>	Do you engage with other's content?	
<input type="checkbox"/>	Is there a good mix of link posts, video posts, text, and still images?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Do you have any reviews? Are they positive or negative?	

TOP 3 SOCIAL POSTS



YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have a defined visual brand and clear voice?	
<input type="checkbox"/>	Is your bio descriptive and interesting? Is it clear what followers can expect from your account?	
<input type="checkbox"/>	Is there at least one link in your bio?	
<input type="checkbox"/>	Do you list your location? Is it relevant?	
<input type="checkbox"/>	Do you have any posts pinned to help tell the story of your account?	
<input type="checkbox"/>	Are your colors and fonts consistent?	
<input type="checkbox"/>	Is your content geared towards your target market?	
<input type="checkbox"/>	Do you have a clear CTA with each post?	
<input type="checkbox"/>	Are you replying to comments/DMs in a timely manner?	
<input type="checkbox"/>	How often are you posting to this channel?	
<input type="checkbox"/>	Are you consist with you posting? To stories too?	
<input type="checkbox"/>	Are you encouraging engagement in your posts?	
<input type="checkbox"/>	Are you using Stories/ Reels?	
<input type="checkbox"/>	Are you using platform specific features (polls, music, stickers)?	
<input type="checkbox"/>	Are you using the proper post size?	
<input type="checkbox"/>	Is there a good mix of carousel posts, video posts, and still images?	
<input type="checkbox"/>	Are you using strategic hashtags with each post?	
<input type="checkbox"/>	Are you using empathy and authority when writing captions?	

TOP 3 SOCIAL POSTS



YOUR ACCOUNT

NOTES

<input type="checkbox"/>	Do you have a stand out profile photo?	
<input type="checkbox"/>	Is your website linked in your bio?	
<input type="checkbox"/>	Does your bio explain what content to expect from your account?	
<input type="checkbox"/>	Does your bio have a CTA?	
<input type="checkbox"/>	Do you engage with other accounts?	
<input type="checkbox"/>	Are you including relevant keywords in each post?	
<input type="checkbox"/>	Do you mention other accounts when appropriate?	
<input type="checkbox"/>	Are you keeping up with platform updates and new features?	
<input type="checkbox"/>	Are you following relevant profiles?	
<input type="checkbox"/>	Do you respond to comments?	
<input type="checkbox"/>	How often are you posting to this channel?	
<input type="checkbox"/>	Do you have any pinned posts?	
<input type="checkbox"/>	Do you make Threads specific content?	
<input type="checkbox"/>	Are your photos and videos optimized for Twitter?	
<input type="checkbox"/>	Are you using platform specific features such as polls and GIFs?	
<input type="checkbox"/>	Are you contributing to conversations?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Are you using empathy and authority when writing posts?	

TOP 3 SOCIAL POSTS



YOUR ACCOUNT

NOTES

<input type="checkbox"/>	Do you have an engaging cover photo and headshot?	
<input type="checkbox"/>	Do you have an engaging headline?	
<input type="checkbox"/>	Is your summary section up-to-date? Does it contain keywords?	
<input type="checkbox"/>	Are your services up-to-date?	
<input type="checkbox"/>	How often are you posting to this channel?	
<input type="checkbox"/>	Are you using LinkedIn Live?	
<input type="checkbox"/>	Is your content geared towards your target market?	
<input type="checkbox"/>	Do you have a purpose behind each post?	
<input type="checkbox"/>	Are you asking questions to prompt comments?	
<input type="checkbox"/>	Do you utilize the LinkedIn Newsletter?	
<input type="checkbox"/>	Are you sending traffic to your website or newsletter?	
<input type="checkbox"/>	Are you replying to comments in a timely matter?	
<input type="checkbox"/>	Are you publishing articles?	
<input type="checkbox"/>	Are you using video?	
<input type="checkbox"/>	Have you featured projects or clients?	
<input type="checkbox"/>	Have you identified categories that you regularly talk about?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Have you invited people to follow your page?	

TOP 3 SOCIAL POSTS



YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have an engaging cover photo and profile photo?	
<input type="checkbox"/>	Is your website linked in your bio?	
<input type="checkbox"/>	Does your bio explain what content to expect from your account?	
<input type="checkbox"/>	Does your bio have a CTA?	
<input type="checkbox"/>	Do you use platform specific features?	
<input type="checkbox"/>	Are you including relevant hashtags in each tweet?	
<input type="checkbox"/>	Do you mention other accounts when appropriate?	
<input type="checkbox"/>	Do you have a clear CTA with each tweet?	
<input type="checkbox"/>	Are you following relevant profiles?	
<input type="checkbox"/>	Are you keeping up with new features?	
<input type="checkbox"/>	Are you sending traffic to your website or newsletter?	
<input type="checkbox"/>	Are you replying to comments in a timely matter?	
<input type="checkbox"/>	Do you have a pinned Tweet?	
<input type="checkbox"/>	How often are you posting to this channel?	
<input type="checkbox"/>	Are you using relevant keywords in your posts and profile?	
<input type="checkbox"/>	Are you contributing to conversations?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Are you using empathy and authority when writing posts?	

TOP 3 SOCIAL POSTS



YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have an engaging cover photo and profile photo?	
<input type="checkbox"/>	Is your about section complete with keywords?	
<input type="checkbox"/>	Do you have a channel trailer?	
<input type="checkbox"/>	Are you encouraging people to subscribe right away?	
<input type="checkbox"/>	Do you use community features?	
<input type="checkbox"/>	Does each video have a complete description with keywords?	
<input type="checkbox"/>	Do you have playlists set up?	
<input type="checkbox"/>	Are your video titles SEO optimized?	
<input type="checkbox"/>	Do you post Shorts?	
<input type="checkbox"/>	Are your thumbnails eye catching?	
<input type="checkbox"/>	Are your video thumbnails easy to read?	
<input type="checkbox"/>	Are you replying to comments in a timely matter?	
<input type="checkbox"/>	Is the production quality of your videos good?	
<input type="checkbox"/>	Is there a clear CTA at the end of each video?	
<input type="checkbox"/>	Do you have closed captions set up?	
<input type="checkbox"/>	Do you have a consistent voice/ tone for each of your videos?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	How often are you posting to this channel?	

TOP 3 SOCIAL POSTS



TikTok

Pro Tip: Set a clear goal for TikTok content. You don't want to find yourself off track with your content strategy by posting only trends.

YOUR ACCOUNT

NOTES

<input type="checkbox"/>	Do you have a clear profile photo?	
<input type="checkbox"/>	Is there a link in your bio?	
<input type="checkbox"/>	Does your account have pinned posts?	
<input type="checkbox"/>	How often are you posting to this channel?	
<input type="checkbox"/>	Do you create photo posts?	
<input type="checkbox"/>	Are you using trending audio in your content?	
<input type="checkbox"/>	Are you utilizing editing features and filters?	
<input type="checkbox"/>	Are you using strategic and trending hashtags in your descriptions?	
<input type="checkbox"/>	Are you analyzing what content is resonating with more people?	
<input type="checkbox"/>	How often are you posting?	
<input type="checkbox"/>	Do your videos have a strong hook?	
<input type="checkbox"/>	Do you use a tool to plan, analyze and manage your videos?	
<input type="checkbox"/>	Are you engaging with accounts that are relevant to your niche?	
<input type="checkbox"/>	Are you responding to comments with videos?	
<input type="checkbox"/>	Are you making stitches?	
<input type="checkbox"/>	Are you optimizing your posts for SEO?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Do you post mainly trending topics / sounds?	

TOP 3 SOCIAL POSTS



YOUR ACCOUNT

NOTES

<input type="checkbox"/>	Do you have an engaging cover photo and profile photo?	
<input type="checkbox"/>	Is your about section complete with keywords?	
<input type="checkbox"/>	Is there a direct link to your website in your about section?	
<input type="checkbox"/>	Do you link to your other social media platforms?	
<input type="checkbox"/>	Does each post have a link connected to it?	
<input type="checkbox"/>	Are there keywords in each board title?	
<input type="checkbox"/>	Are your boards well organized and cohesive?	
<input type="checkbox"/>	Have you set up a board full of your own blog posts?	
<input type="checkbox"/>	Are your photos eye catching?	
<input type="checkbox"/>	Are you regularly testing different kinds of content?	
<input type="checkbox"/>	Are all of your pin covers consistent with your brand and voice?	
<input type="checkbox"/>	Are you re-pinning pins that are high quality and on brand?	
<input type="checkbox"/>	Do you use a tool to plan, analyze and manage your pins?	
<input type="checkbox"/>	How often are you posting to this channel?	
<input type="checkbox"/>	Are you describing your pins with keywords and hashtags?	
<input type="checkbox"/>	Are you checking to make sure links aren't broken on popular pins?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Are your pins the correct size and ratio for Pinterest?	

TOP 3 SOCIAL POSTS



Action Plan

STRATEGIC EVALUATION

PLAN

<input type="checkbox"/>	Set a specific goal(s) for your client.	
<input type="checkbox"/>	How do you plan to measure your performance?	
<input type="checkbox"/>	What actions will you take to achieve this goal(s)?	
<input type="checkbox"/>	How will you ensure your time is used wisely?	
<input type="checkbox"/>	Set a time-frame in which you wish to achieve this goal.	
<input type="checkbox"/>	Describe the target audience / brand persona.	
<input type="checkbox"/>	Did you see any patterns in your client's current strategy?	

SUMMARIZE YOUR CLIENT'S CURRENT SOCIAL STRATEGY

DESCRIBE HOW YOU PLAN TO TAKE IT TO THE NEXT LEVEL

DETAIL THE PROCESS

ANY FINAL NOTES?

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