

## Current State

The first step in any social media audit is to get a lay of the land. An understanding of where you’re at.

That includes which social networks are being used, how they’re being used, and what the login information is.

Fill out the tables below based on what you find.

**1) Which social networks are being used, and how:**

|  |  |  |
| --- | --- | --- |
| Network | How Active | What Types of Activity |
| E.g. Facebook | E.g. About 1 post per week | E.g. New blog posts are shared when they go live |
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**2) Account login information:**

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| Network | Login Info |
| E.g. Facebook | E.g. Stored in company’s 1Password |
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Tip: Look for the following:

* Facebook
* Messenger
* Instagram
* YouTube
* LinkedIn
* Twitter
* Snapchat
* Pinterest
* TikTok
* Reddit
* Quora
* Tumblr
* WhatsApp
* Medium

And if doing business in China, you may also want to look for WeChat, QQ, Qzone, Sina Weibo, and Baidu Tieba.

Even if you don’t plan on actively using every one of those social networks, it’s a good idea to claim your brand’s handle on them.

## Performance

Next, it’s time to understand what’s been working well and what hasn’t.

There are two main types of metrics to look at: engagement metrics and business metrics.

Engagement metrics are things like follower counts, likes, responses, shares and retweets. These metrics are the easiest to influence. But they’re not worth much on their own.

Business metrics are different. These include traffic from each social network, conversion rates from that traffic, and leads or revenue from it. These metrics are more difficult to measure and influence. But ultimately they’re what matter most.

If you’re not sure which metrics to measure or how, check out HootSuite’s guide [here](https://blog.hootsuite.com/social-media-metrics/).

**1) Engagement metrics:**

|  |  |
| --- | --- |
| Network | Engagement Metrics |
| E.g. Twitter | E.g. Avg 244 new followers per month, 5 retweets per day and 9 likes per day. |
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**2) Business metrics:**

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| Network | Business Metrics |
| E.g. Twitter | E.g. Avg 41 site visits per day, 3 email subscribers per day and $28.30 in ecommerce revenue per day. |
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## Opportunities

The final step is to cover opportunities for improvement.

This doesn’t have to be incredibly detailed. But it should contain actionable recommendations on how to improve.

**1) Profile improvements:**

These are ways to improve the social media profiles themselves.

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| Network | Business Metrics |
| E.g. Instagram | E.g. Make profile picture consistent with other social networks. Add link to latest blog post. |
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**2) Social activity improvements:**

These are ways to improve what’s being posted or shared and how.

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| --- | --- |
| Network | Business Metrics |
| E.g. LinkedIn | E.g. This network is driving more sales leads than all the others combined. So it deserves more attention. Share your content here at least 2x per week. And try repurposing your blog posts onto Pulse. |
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**3) Competitors and profiles to watch:**

These are some of the most important competitors and related accounts to keep an eye on or take inspiration from.

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| Profile to Watch | Reason |
| E.g. [LEGO on Instagram](https://www.instagram.com/lego/) | E.g. One of your largest toy competitors. They get roughly 9x more engagement on Instagram, thanks to their short-form videos posted every Tuesday. |
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I hope you found this social media audit template helpful. For the next step, check out our social media strategy template.

Or see our complete library of 20+ other marketing templates [here](https://backlinko.com/templates).

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