

Do-It-Yourself

SOCIAL MEDIA AUDIT



Social
Friends™

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Introduction

Social media has become an essential part of our daily lives, and to no surprise, businesses are no exception. Social media platforms like Facebook, Instagram, and LinkedIn have become essential marketing channels for your businesses to connect with your audience, build awareness, and drive growth.

However, managing a social media presence can be extremely challenging, with all the metrics to track almost every day, platforms to manage from time to time, and not to mention, content that you need to create. This is where a social media audit comes in.

So what is a social media audit? A social media audit is a comprehensive analysis we usually use to analyse your social media presence, including your profiles, content, engagement metrics, and overall strategy.

The goal is to evaluate your overall performance on social media and identify areas for improvement. It can help you understand who your real audience is, evaluate your current strategy if it's working or not, ensure brand consistency, and stay ahead of the competition.

Whether you've just created your social media account or it's been up for years, you'll find conducting a social media audit extremely helpful and we're here to show you a simpler way to do it by yourself.

Are you ready? Let's get started!

Amber Allen



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The Ultimate **Instagram** Audit for Businesses



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Instagram Audit

Instagram is undeniably one of the most powerful tools to get your business to be visible in front of a larger audience. With its billion active users you can showcase your brand identity, and increase your traffic and sales, while building an online community of raving fans.

While the Instagram platform is easy to use, you might need to take a moment to conduct a quick audit to check if you're on the right track and identify areas for improvement.

Reviewing your business's Instagram account will help you answer the questions:

- Does my profile leave a good first impression?
- Do I have quality content that my audiences can relate to?
- Am I engaging enough to my audiences?
- Are my Instagram Advertisements working?

We have created a simple Instagram Audit that you can do by yourself to assess your Instagram account's performance and effectiveness.

Let's jump right in and see what your score is!



Take The Test!

Assess your Instagram account's performance by rating the following key components, 1 being the lowest and 5 being the highest. Add your scores after the audit and check below what you can do next.

PROFILE

	1	2	3	4	5
High-quality, visually appealing, and relevant Profile Picture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to find & remember Name optimised for SEO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relevant and up-to-date Link/s in bio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organised and up-to-date Highlights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CONTENT

	1	2	3	4	5
Posting enough to stay relevant but not overwhelming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixing up content with photos, carousels, videos, reels and stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-quality, visually appealing, and on-brand photos and videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using but not overusing relevant hashtags	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ENGAGEMENT

	1	2	3	4	5
Responding to comments and direct messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Following relevant accounts and engaging with their content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with influencers that are relevant to your niche	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Running any contests and giveaways, where relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tracking engagement metrics and adjusting strategy accordingly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**If you are not running any Instagram Ads, your score in this part is automatically zero*

ADVERTISING

	1	2	3	4	5
Using ad formats that are suited to business goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeting the right audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using high-quality, visually appealing, and on-brand ad creatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using relevant and engaging ad copy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tracking your ad performance metrics, and adjusting your strategy accordingly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Congratulations! You did it!

Now, let's take a look at your scores and see how your Instagram account is performing.

If your score is **75-90 (55-70 - No Ads)**, keep it up! You're doing a great job at managing and optimising your Instagram account.

If your score is **74 and below (54 and below - No Ads)**, let's dive deep into your Instagram Account to identify areas of improvement, and opportunities for optimisation, and provide you with recommendations on ways you can improve your overall performance.

[Click here to book a Social Media Foundation Audit with us!](#)

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The Ultimate **Facebook** Audit for Businesses



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Facebook Audit

Facebook is the most used social media platform in the world with over 2.8 billion monthly active users. It has become an essential marketing channel for small, medium, and large businesses to connect with their audience, build brand awareness, and drive growth.

However, not all businesses are taking full advantage of its potential and managing it can be challenging. With algorithms constantly changing, competition for attention and engagement getting more intense, and overload metrics, a Facebook audit is the first thing you need.

Conducting a Facebook Audit will help you answer these questions:

- Is my Facebook Page visually appealing?
- Am I using the right content strategy?
- Are my Facebook Advertisements working?
- What else can I do to improve my Facebook results?

We created a do-it-yourself Facebook Audit to help you assess your Facebook Page's performance and identify opportunities for growth and optimisation.

Let's start the audit and see what score you get!



Take The Test!

Assess your Facebook Page's performance by rating the following key components, 1 being the lowest and 5 being the highest. Add your scores after the audit and check below what you should do next.

PROFILE

	1	2	3	4	5
High-quality and visually appealing Profile Picture and Cover Photo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Complete & updated About Info and Contact information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy-to-find and remember Page Name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook Link optimised for search engines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CONTENT

	1	2	3	4	5
Posting regularly but not overwhelming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using a content mix of photos, videos, reels, and stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-quality, visually appealing, and on-brand photos and videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using tailored and relevant captions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ENGAGEMENT

	1	2	3	4	5
Reacting and replying to comments and messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Running any contests and giveaways, where required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with influencers that are relevant to your audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engaging with your Audiences on a Private or Public Facebook Group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tracking engagement metrics and adjusting strategy accordingly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



*If you are not running any Facebook Ads, your score in this part is automatically zero

ADVERTISING

	1	2	3	4	5
Running Ad Campaigns that are suited to your business goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeting the right Facebook audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using high-quality, visually appealing, and on-brand ad creatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using relevant and engaging ad copy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tracking your ad performance metrics, and adjusting your strategy accordingly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Congratulations! You did it!

Now, let's take a look at your scores and see how your Facebook Page is performing.

If your score is **75-90 (55-70 - No Ads)**, You're Facebook Rockstar! You're doing a great job at managing and optimising your Facebook Page.

If your score is **74 and below (54 and below - No Ads)**, let's dive deep into your Facebook Page to gain a better understanding of your Facebook presence, identify areas for improvement, and develop a more effective strategy to connect with your audience and achieve your business goals.

[Click here to book a Social Media Foundation Audit with us!](#)

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The Ultimate **LinkedIn** Audit for Businesses



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LinkedIn Audit

LinkedIn provides a powerful platform to build your brand, connect with other businesses and professionals, generate leads, recruit talent, and gain industry insights.

If you're one of many businesses that want to leverage the power of LinkedIn, conducting a LinkedIn Audit is a smart move to evaluate your current LinkedIn presence and competitiveness.

A comprehensive LinkedIn Audit will help you answer the questions:

- What is my goal in having a LinkedIn account or page?
- Is my LinkedIn Page complete and optimised for Search engines?
- Am I using high-performing content?
- Is my LinkedIn Page relevant to my audiences?
- Are my LinkedIn Ads working?

We created a quick LinkedIn audit that you can do by yourself to help you optimise your profile, improve your content strategy, and develop a more effective LinkedIn marketing plan.

Let's begin the audit and see what your score is!



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Take The Test!

Assess your LinkedIn Page's performance and rate the following key components, 1 being the lowest and 5 being the highest. Add your scores after the audit and check below what you should do next.

PROFILE

	1	2	3	4	5
High-quality and visually appealing Profile Picture and Cover Photo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Complete company description and contact information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Company description includes relevant keywords	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CONTENT

	1	2	3	4	5
Using a content mix of articles, videos, images, and status updates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content themes resonate with the target audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-quality, visually appealing, and on-brand images and videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posting frequently but not overwhelming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distributing content in Profile, Page and Groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ENGAGEMENT

	1	2	3	4	5
Responding to comments and participating in LinkedIn Groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connecting with businesses & professionals that share the same goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing relevant content from other businesses and professionals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sending out tailored and on-brand messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tracking engagement metrics and adjusting strategy accordingly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**If you are not running any LinkedIn Ads, your score in this part is automatically zero*

ADVERTISING

	1	2	3	4	5
Running LinkedIn Campaigns that align with your business goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeting the right advertising audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using high-quality, visually appealing, and on-brand ad creatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using relevant and engaging ad copy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tracking your ad performance metrics, and adjusting your strategy accordingly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Congratulations! You did it!

Now, let's take a look at your scores and see how your LinkedIn Page is performing.

If your score is **75-90 (55-70 - No Ads)**, Bravo! You're doing a great job at managing and optimising your LinkedIn Page.

If your score is **74 and below (54 and below - No Ads)**, let's dive deep into your LinkedIn Page to evaluate your LinkedIn page's completeness, analyze your content strategy, assess your audience and competitors, and use LinkedIn analytics to measure the effectiveness of your efforts and to develop a strategy that drives business results

Click here to book a Social Media Foundation Audit with us!

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What's your score?

If you received a high score in all the audits, congratulations! You aced managing your social media and you have a clear understanding of how to drive engagement and growth on these social media platforms.

But keep in mind that this audit just covers the basics and social media platforms are constantly updating and improving so it's important to keep up and adapt to changes and any new opportunities for growth and optimisation.

If you received a low score in all of the audits, don't be disheartened, it simply means you have identified areas where your social media presence can be improved.

If you're having difficulty understanding your results or what you can do to improve, you can book a one-on-one Social Media Foundation Audit with us! In this audit we will help you:

- Identify the problem areas
- Determine the root causes
- Provide you with recommendations on ways to optimise your profile and content

Click here to book a Social Media Foundation Audit with us!

[SOCIAL MEDIA AUDIT WITH
A LINKEDIN EXPERT](#)

Remember, social media audits are not a one-time event, but an ongoing process of evaluating and refining your social media strategy. No matter how you perform in an audit, use it as an opportunity to learn and improve, and you'll be well on your way to building a stronger social media presence.



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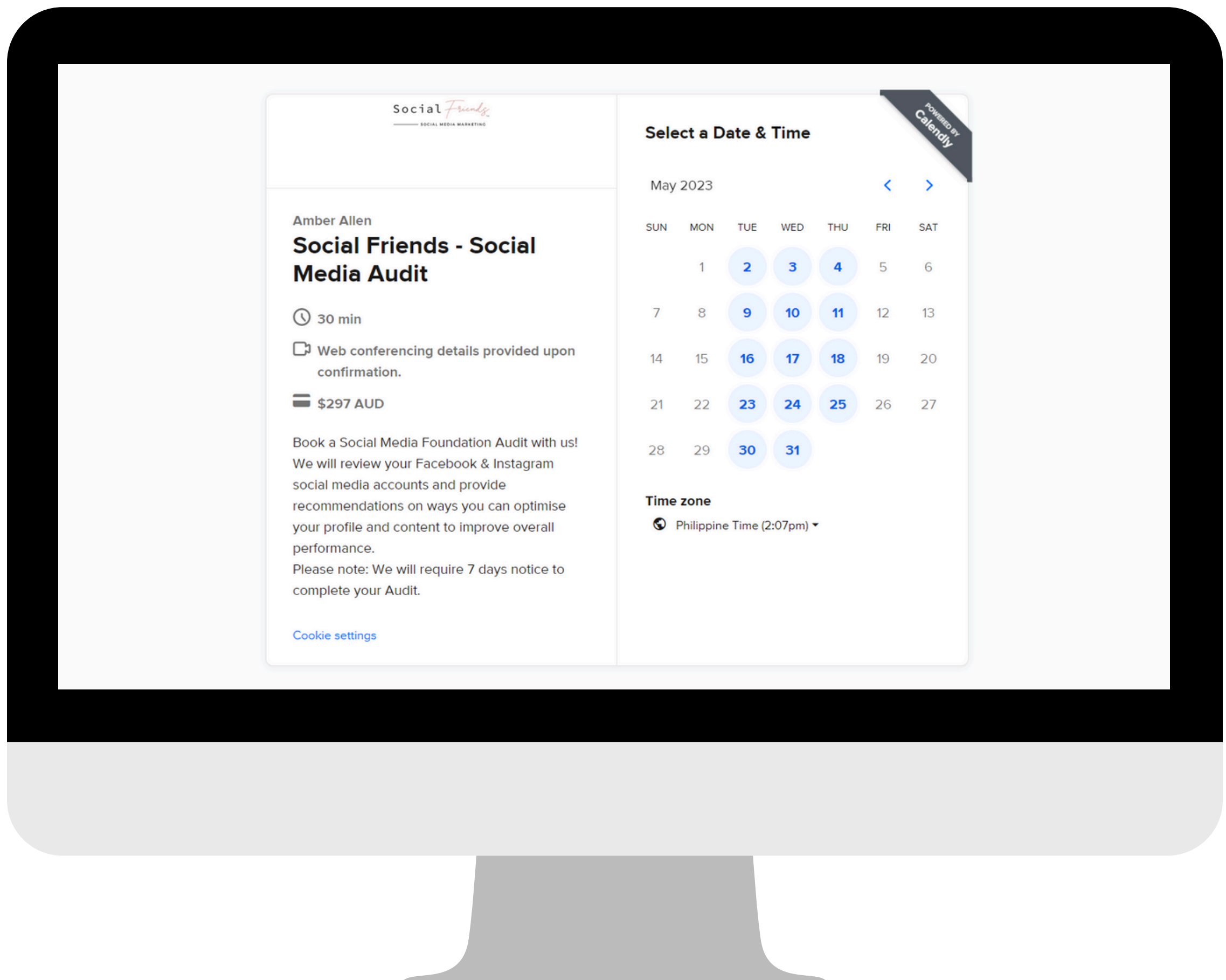
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LET'S GET STARTED!

2024 Social Media Audit

We will review your Facebook & Instagram social media accounts and provide recommendations on ways you can optimise your profile and content to improve overall performance.

Simply click the link below, and select a date and time to book a call.



**SOCIAL MEDIA AUDIT WITH
A LINKEDIN EXPERT**

Please note: We will require 7 days' notice to complete your Audit.



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Social Media Audit - DIY Version 1

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