

Your Audit Document

This document is for you to write down some key features of each of your social channels. If you don't have one of the platforms active e.g. Instagram just skip that section. Click File MAKE A COPY to edit this document on your own Drive.

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A Very Basic Facebook Audit (no Insights)

You can still do this section if you do not have Admin rights to the Insights (Analytics) tool in Facebook.

Evaluate the Cover Photo	
5-7 keywords describing (keywords) your cover photo (does it work for you ?	
When was the Cover Photo last changed and how often?	e.g. Oct 2014 once every 3 months
Does the Cover Photo have a Description?	

Does the Cover Photo have a CTA (Call to Action?)	
Profile photo	
Write 5-7 keywords about the Profile Photo	
Liked By This Page	
Have your competitors liked many Pages? how about your Vendors? What about your Clients (B2B), Sponsors, Venues, Key People? Which ones and why?	
Are YOU using the "Liked by Page" function? and How many? Vendors, Clients, Sponsors, Venues, etc.	
Milestone Timeline	
<p>Some key words on whether you or your industry are using the Milestone Timeline:</p> <ul style="list-style-type: none"> - Using the timeline to go back to 1910 etc. ? - Telling the Brand Story through the Milestones? - How about industry history? 	

Advanced - Tabs and Apps	
Does your Brand Page have Tabs/Apps under the cover photo? Which one's? Why?	

Facebook Insights Audit

Log into your Facebook Page and click Insights on the Admin Tab

Overview Menu section	
How many Likes/Subscribers?	
How many People Talking About This PTAT	
New Page Likes - up or down?	
New Page Likes - %?	
How many new Page Likes in the last 7 days?	
Total Post Reach?	
Engagement - number of people engaged	
Number of comments ?	
How many shares ?	
How many clicks ?	
Reach Menu section	
Unlike Page Average - Last Period vs Average This Period	
Report As Spam - Average Last Period vs Average This Period	

Hide All Posts - Average Last Period vs Average This Period	
Hide Post - Average Last Period vs Average This Period	
People Menu section	
Your Fans - Women vs Men	W % vs M %
People Reached - Women vs Men	
People Engaged - Women vs Men	
Any surprises on Country, City, Language? Notes:	
Additional Notes to Add to DISCUSSION section of course	

Facebook - Advanced Insights Audit

Advanced Insights - Overview - Pages You Watch	
Posts this week - Your Page	
Engagement this week - Your Page	
Notes on similar Pages Posts vs Engagement	
Advanced Insights - Posts - Post Types	Reach & Clicks vs Likes/CommentsShares

Photo posts	e.g. 2,453 & 226/222
Status - statement or question	
Link - linked to website or blog or news site	
Additional Post Type	
Additional Post Type	
Additional Notes on Time-Online etc.	

Facebook GROUP analytics

Number of Members	
Post Comments	%
Post Likes	%
Post Comments	%
Non-Commenters (Lurkers)	%
Non-Publishers	%
Non-Likers	%
Not Engaged	Number of Members

Twitter Analytics Audit

Log into Twitter and then go to analytics.twitter.com for this audit.

TWEETS Your tweets earned X impressions in 7 days	
Impressions per day	
Engagement %	
Note on Engagement changes during week	
Link Clicks - average	
Retweets - number of retweets	
Favorites - number of favourites	
Replies - number of replies	

NOTE:Export the Data into a CSV or Excel spreadsheet.

Twitter Analytics - Followers	
Date and number of followers at beginning of graph	Date Number
Date and number of followers at end of graph	Date Number
NOTES: Major spikes in Follower numbers?	
NOTES: Keywords of Interests of followers Any surprises?	
NOTES: Location (city, country) Any surprises?	

Gender Male vs Female %	M% F%
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Instagram Audit

Instagram Measurement Audit	
Instagram - Number of Posts	
Instagram - Number of Followers	
Instagram - Number of Following	
Overview - Likes Received	
Overview - Comments Received	
Overview - Love Rate	
Overview - Talk Rate	
Overview - Spread Rate	
Rolling Month Analysis - NOTES most liked, most commented etc	
Content - NOTES (J-Curve?)	
Busiest Days?	Thursday?
Engagement - Last 3 Months of Growth History	Month 1 Month 2 Month 3
NOTES: Optimization Tags (yours vs popular)	

Community - Reciprocal relationship	
Community - Don't follow back	
Community - % of likes given to followers vs not followed.	

LinkedIn Profile Audit

If you have the new (rolling out April 2017) profile, you may not have all these analytics on a free account.

Profile: LinkedIn Profile Custom URL	
Who's Viewed Your Profile in last 3 days	
Your Rank for Profile Views in 30 days	
Number of Connections (Subscribers)	
% of level in your network	
% of level in your organisation - if relevant	
# of Profile Views in 90 Days	
Choose One Week - Profile Views, Actions Taken NOTES	

LinkedIn GROUP Audit

Number of Members in Group	
Number of Posts	
% of interactions that are posts	

% of interactions that are likes	
% of interactions that are comments	
Posts Distribution by Hour - which hour? How many?	15h: 29
Members: NOTES on Key Influencers	
% of Non Publishers	
% Not Engaged	
% of Non Commenters	