

10 Steps Social Media Audit

In simple terms, a social media audit means taking a look at what you are currently doing against your competition, evaluating your specific needs and the overall digital space and finding opportunities to jumpstart or improve your social media efforts. At the end of the process you receive a report on what you are doing and what you can do better with specific recommendations on how to use social media, PR, search and online marketing to achieve your goals.

For companies new to social marketing

- How relevant are digital conversations to my industry and target buyers?
- What would be the value for my company if we engage with social?
- How do we get started?

For companies with social marketing experience

- Where are digital conversations happening that are influencing our target buyers?
- Who are the people who drive the digital conversations?
- How are we doing with social and what can we do better?

A complete and objective Social Media Audit includes the following components:

1. Company Name & Profiles

- Gather existing profiles and secure brand name across all social networks.
- Register company name on an ongoing basis so you don't have to worry about name squatting. Create basic profile on each site.

2. Social Reach and Passion analysis

- How big is your digital footprint – fans, followers, and the footprint of your competitors?
- What is the likelihood that your company, brand or product are being discussed or that they will be discussed?

3. Digital Conversations Volumes and Trending Topic analysis

- How vibrant is the digital dialog about your category?
- How many conversations happen cross-platforms? Which platforms are the most popular?
- What is your digital share of voice vis-à-vis the share of digital voice of your competitors?



- Who owns the digital conversation?
- Who are the influencers?

4. Branding analysis

Evaluate current digital and social media sites: branding, custom landing pages, graphic elements, voice of brand. How human is your brand?

5. Content and Engagement analysis

- Evaluate type of content, editorial calendar, style, regularity of posts & updates, comments.
- How effective is your content?
- How engaging is your content?
- Sharing mechanisms of individual sites and properties: website, blog, Facebook, Twitter, LinkedIn, etc.
- How is the Like sharing button on Facebook being used across the web?
- Reviews&Ratings: Are reviews and ratings being encouraged, rewarded and monitored?
- Promotions&Contests: Evaluate schedule, terms of promotions, engagement rate, end of promotion wrap up to measure effectiveness.

6. Search Engine Optimization analysis

- Analyze site traffic and search engine rankings via organic search.
- How well maintained is your website so it's indexed by search engines?
- How do you rank against the competition?

7. Time & Culture analysis

- Consider company goals and culture for social media within company.
- How much time would you be able to spend on social media internally?
- Are your employees allowed to do it during business hours?
- Do you need a social media policy put in place?

8. Tools Set analysis

Evaluate current tools and recommend social media tools for effective social media management.

9. Offline Presence

Integrate offline and online presence. How does social media integrate with your traditional marketing, collateral, etc?

10. Measurements analysis

- What data do you currently track and what you need to track?
- Which social media site gives you the most leads?



OUT&ABOUT

M A R K E T I N G

An inside view on the outside world.

- How is your time best spent?
- How big is your community?
- What is the likelihood that your company, brand or product are being discussed?
- What is your digital share of voice?
- What is the sentiment of your brand online?

Estimated time period: 30 days

Due to the specific needs of each client, it's very hard to provide you with a rate.

Please, contact us directly to get a custom quote.

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