

SOCIAL MEDIA AUDIT LOG

Confidential / Marketing Dept.

Auditor Name: _____

Audit Period: **Q4 - 2023**

Date Performed: [**MM / DD / YYYY**]

PLATFORM / HANDLE	METRIC FOCUS	CURRENT VALUE	PREVIOUS VALUE	% CHANGE	OBSERVATIONS & COMPLIANCE	ACTION REQUIRED
Instagram / @BrandMain	Follower Growth	124,500	118,200	+5.3%	Consistent posting schedule. Bio link needs update to latest campaign.	Update LinkTree
LinkedIn / BrandCorp	Engagement Rate	4.2%	3.8%	+10.5%	Thought leadership articles performing above average. Visual assets compliant.	Increase B2B spend
Twitter (X) / @Brand	Avg. Reach	45.2k	52.1k	-13.2%	Decrease in impressions. Branding header is outdated (old logo variant).	Refresh Creative
TikTok / @BrandOfficial	Video Views	1.2M	850k	+41.1%	UGC content driving high discovery. Comments need more active moderation.	Hire Moderator
Facebook / BrandPage	Ad Conversion	2.1%	2.2%	-4.5%	ROAS remains stable despite slight dip in direct conversion rate.	A/B Test Copy

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SUMMARY NOTES

APPROVAL SIGN-OFF

Manager Signature: _____

Date: _____