

# SOCIAL MEDIA AUDIT CHECKLIST

Quarterly Strategy Review

Platform: \_\_\_\_\_  
Date: \_\_\_\_\_  
Handle: @\_\_\_\_\_   
Auditor: \_\_\_\_\_

AUDIT ITEM	NOTES / OBSERVATIONS	STATUS
<b>PROFILE &amp; BRANDING</b>		
Profile Picture / Logo is current		â—œ
Bio / About section SEO optimized		â—œ
Link in bio is functional & tracked		â—œ
Consistent @handle across platforms		â—œ
<b>CONTENT PERFORMANCE</b>		
Top 3 performing posts identified		â—œ
Posting frequency consistency		â—œ
Visual aesthetic alignment		â—œ

AUDIT ITEM	NOTES / OBSERVATIONS	STATUS
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Video vs. Static image ratio

â—‹

### ENGAGEMENT & AUDIENCE

Response rate to comments/DMs

â—‹

Audience demographic shifts

â—‹

Follower growth velocity

â—‹

### COMPETITOR BENCHMARKING

Competitor content gaps found

â—‹

Hashtag/Keyword effectiveness

â—‹

### KEY ACTION ITEMS:

- 1.
- 2.
- 3.