



CHECKLISTS / FREE PDF

Social Media Audit Checklist

Take stock of your accounts, content, and reporting before planning the next cycle.

**PLAN IT.
MAKE IT.
YELL IT.**





01 / Create an honest inventory

An audit is a snapshot of what exists and what it is doing. Use a consistent time period and record missing information instead of guessing.

1 List every account

Record the URL, purpose, internal owner, and access status. Flag duplicate, inactive, or unofficial accounts for investigation.

2 Review profile information

Check branding, descriptions, contact details, links, and featured content. Note the specific correction and its owner.

3 Inventory recent content

Group posts by theme, format, and purpose. Look for repeated gaps such as unclear next steps or a lack of useful answers.

4 Review the response process

Check how messages and comments are assigned, answered, and escalated. Record unresolved issues that need operational attention.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.

02 / Turn observations into decisions

Avoid ranking channels using incompatible measurements. Write down what each metric means and how it relates to your objective.

1 Use comparable periods

Choose matching date ranges and separate paid and organic activity where the data allows it. Note unusual events or missing days.

2 Record meaningful outcomes

Include relevant actions such as qualified inquiries or registrations alongside channel metrics. State how each outcome was counted.

3 Identify what to keep

Look for content that met a clear audience need or supported a useful next step. Record the reason, not only the largest number.

4 Prioritize the next actions

Choose a small number of improvements. Give each an owner, due date, and evidence that would show it is complete.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



Your working sheet

Print this page or annotate it in your PDF reader. Add your own details, then give each next step an owner.

● Accounts included and reporting period

● Profile corrections needed

● Content themes to keep or improve

● Response workflow gaps

● Metrics, definitions, and missing data

● Top three actions with owners and due dates
