



Social Media Audit

This template is to help you conduct a social media audit for your company. Follow these simple steps below to execute your social media audit.



Step 1

Write down all social networks for your company and the owner for each.

Social Network	URL	Owner



Step 2

Do a simple google search to look up any other social media profiles that are representing your company that you don't own. (If there aren't any, skip this step)

Social Network	URL	Owner	Shutdown Y/N



Step 3

Evaluate the needs for all social media profiles and create a mission statement for each. For example: Instagram — To share company culture and company achievements.

Social Network	Mission Statement



Step 4

Make sure all your accounts are branded properly. (For example: Profile photo, cover photo, icons, bios, contact information and descriptions are proper and consistent across all social profiles).

Social Network	Branding Check Y/N (Status)				
	Profile Photo	Cover Photo	Bio/Description	Contact	Other



Step 5

Assign ownership of all passwords. (For example: Have your IT department own the key to all the passwords for the social media profiles. Use an app or tool such as LastPass to share access on a need to use basis).

Social Network	Password Centralized Y/N (Status)