



SOCIAL MEDIA AUDIT

	<u>Message</u>	<u>Facebook</u>	<u>Twitter</u>	<u>LinkedIn</u>	<u>Pinterest</u>	<u>Instagram</u>	<u>YouTube</u>
STRATEGY							
TATICS							
KPI (brand, sales, repeat)							

COMPETITORS URL

<u>Company</u>	<u>Website</u>	<u>Facebook</u>	<u>Twitter</u>	<u>LinkedIn</u>	<u>Pinterest</u>	<u>Instagram</u>	<u>YouTube</u>
Company 1							
Company 2							
Company 3							
Company 4							
Company 5							

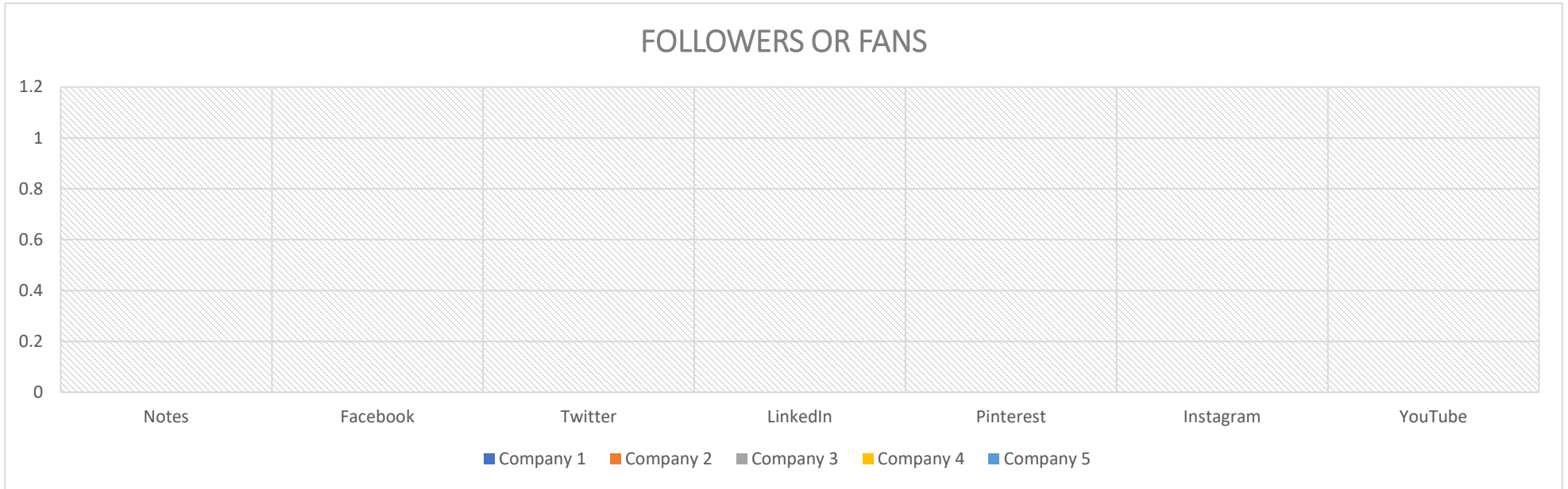
BRAND MESSAGE

Is message consistent? Are there images? Brand hashtag?

Company	Message	Facebook	Twitter	LinkedIn	Pinterest	Instagram	YouTube
Company 1							
Company 2							
Company 3							
Company 4							
Company 5							

Social Media Competitor Audit

NUMBER OF FOLLOWERS OR FANS							
Company	Notes	Facebook	Twitter	LinkedIn	Pinterest	Instagram	YouTube
Company 1							
Company 2							
Company 3							
Company 4							
Company 5							



CONTENT ENGAGEMENT TYPES							
Company	CTA	Engaging	Informational	Entertaining	Promotional	Inspirational	
Company 1							
Company 2							
Company 3							
Company 4							
Company 5							

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DETAILS & TAKEAWAYS

Company	Positives. What are they doing well? What posts are getting the most reach?	Challenges. What are they doing that isn't working? What could they do better?
Company 1		
Company 2		
Company 3		
Company 4		
Company 5		