

Social Media Audit Checklist

Username: @_____ Audit Date: ___/___/___

Profile Basics

- Is your bio clear, specific, and easy to understand?
- Does it clearly say who you help and how?
- Do you have a recognizable profile photo?
- Is your username consistent with your brand?

Social Media Branding

- Is your social media branding authentic, original, impressive, and relevant?
- Does your content reflect your personality and voice?
- Are you positioned as both credible and relatable?
- Is your niche clear within a few seconds of viewing your page?
- Is your messaging consistent across posts?
- Do your visuals feel cohesive (colors, fonts, style)?

Community + Engagement

- Are you responding to comments & DMs consistently?
- Are you using stories to connect?
- Are you actively engaging with others in your niche?

Content

- Is your content easy to understand and valuable?
- Are you posting consistently each week?
- Do you post a variety of content for your audience?
- Are you posting content that supports your brand messaging & purpose?
- Are your hooks strong & attention-grabbing?
- Overall, is your content consistent, high quality, & relevant?

Planning + Strategy

- Are you planning out your content & scheduling your posts in advance?
- Do you have defined content pillars?
- Are you monitoring what type of content performs well?
- Are you adjusting your strategy based on insights?
- Do you have clear short-term and long-term goals?

Alignment + Sustainability

- Does your content align with your long-term goals?
- Does your posting schedule feel sustainable?
- Are you enjoying the content you're creating?