

Social Media Audit Checklist

A 24-point quarterly audit. Check each item, note a fix, and re-run every 90 days.

Profile & branding

- ☐ Bio states who you help and how, in one line
- ☐ Link in bio goes to a current, tracked destination
- ☐ Profile photo / logo is identical on every platform
- ☐ Handle is consistent (or redirects exist)
- ☐ Highlights / featured content is under 6 months old

Content

- ☐ Top 3 performing posts of the quarter identified
- ☐ Bottom 3 identified — and you know why they flopped
- ☐ Posting cadence matched the plan (check your calendar)
- ☐ Every pillar got at least 4 posts this quarter
- ☐ Video / carousel / static ratio reviewed against reach
- ☐ Captions end with exactly one CTA

Audience & engagement

- ☐ Replied to comments within 24h on average
- ☐ DM requests reviewed weekly
- ☐ Follower growth rate vs last quarter noted
- ☐ Top 10 engaged followers identified (potential advocates)
- ☐ Engagement rate benchmarked against your niche

Systems

- ☐ Content calendar exists for the next 30 days
- ☐ Approval flow has no single point of failure
- ☐ Brand assets folder is current (logos, fonts, colors)
- ☐ Hashtag / keyword sets refreshed this quarter
- ☐ Analytics reviewed monthly, not just quarterly
- ☐ Crisis / escalation contact list is up to date
- ☐ Password & 2FA audit completed
- ☐ Competitor scan: 3 accounts reviewed for ideas

