



# Social Media Audit

*CURRENT PLATFORM USED :*

*RESULT FROM THE CURRENT PLATFORM :*

*Likes*

*Shares*

*Comments*

*Views*

*NEW PLATFORMS TO TRY :*

*REASONS :*

*WHAT CHANGES DO YOU NEED?*

.....

.....

.....

*ENGAGEMENT ANALYSIS :*



# Statistics

PLATFORM :

MONTH	WEEK 1	WEEK 2	WEEK 3	WEEK 4
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

Notes



# List of Content

*core topic posts* *frequency*

<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li></ul>	<input type="checkbox"/> <i>Daily</i> <input type="checkbox"/> <i>Weekly</i> <input type="checkbox"/> <i>Monthly</i> <input type="checkbox"/> .....
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*lifestyle posts* *frequency*

<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li></ul>	<input type="checkbox"/> <i>Daily</i> <input type="checkbox"/> <i>Weekly</i> <input type="checkbox"/> <i>Monthly</i> <input type="checkbox"/> .....
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*specific posts* *frequency*

<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li></ul>	<input type="checkbox"/> <i>Daily</i> <input type="checkbox"/> <i>Weekly</i> <input type="checkbox"/> <i>Monthly</i> <input type="checkbox"/> .....
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# Recycled Content

CURRENT CONTENTS	NEXT STEPS
<i>Educational Post</i>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>
<i>Engagement Post</i>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>
<i>Other Posts</i>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>