

# Social Media Audit Template

## Current State

The first step in any social media audit is to get an understanding of where the brand stands. That includes which social networks are being used, how they're being used, and what the login information is. You must look at the following channels: Facebook, Twitter, Instagram, Pinterest and YouTube. (If they have additional channels such as SnapChat, Tik-Tok and LinkedIn you can also look at those). When looking at YouTube make sure and look at posts below the video itself.

Fill out the tables below based on what you find.

### 1) Which social networks are being used, and how:

Network	How Active	What Types of Activity
Instagram	When the event season is over they are posting about 3-4 posts a week, along with an Instagram story every other week. 13 posts leading up to the event, then none after the event is over.	Posts are shared when they promote a benefit night, there are actual photos from past events, "why" posts that go into some detail about why AUDM is important, miracle kid spotlights, reminders to register for the event.
YouTube	About 7 posts in the last year, no posts in 2022	New videos are shared when there is an upcoming event, morale intro videos are posted the most.

Facebook	Their Facebook account is linked to their Instagram, so they are posting the same exact things that is posted to their Instagram. When the event season over they are posting about 3-4 posts a week, along with an Instagram story every other week. 13 posts leading up to the event, then none after the event is over	Posts are shared when they promote a benefit night, there are actual photos from past events, "why" posts that go into some detail about why AUDM is important, miracle kid spotlights, reminders to register for the event, and auctions for fundraising opportunities
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## Performance

Next, it's time to understand what's been working well and what hasn't.

There are two main types of metrics to look at: engagement metrics and business metrics. However, for the purpose of this assignment we will only look at engagement metrics because you will not be able to obtain the business metrics. I do want you to understand that business metrics are where you truly understand conversion rates on engagement metrics.

Engagement metrics include follower counts, likes, replies/responses, shares and retweets. This is done for each platform.

### 1) Engagement metrics:

Network	Engagement Metrics
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Instagram	AUDM has turned off their like count on Instagram, therefore we cannot see their average likes. However, their comment engagement is extremely low, averaging 1 comment per post. With almost 5,000 followers, we see an average of 45 new followers per month and increased traffic during August with new students.
YouTube	With 159 subscribers, they average one subscriber a month, if that. Videos average 2 likes, zero comments, and 50 views.
TikTok	With just under 100 followers, they average 200 views, 2 comments, and 100 likes per video.
Twitter	With 1,700 followers, they average 30 likes, 10 retweets, and 5 comments per post.

## 2) Sentiment metrics:

Sentiment metrics measure the overall tone of responses on social media platforms. Here you will look at the responses and note if overall responses were positive, negative or neither positive nor negative.

When doing so give an example of one of the most positive responses and an example of the most negative responses on each platform.

Network	Sentiment Metrics
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Instagram	<p>Overall: Positive</p> <p>AUDM has not posted on YouTube in over a year, with videos receiving very little views. However, they are constantly posting stories, so their brand is seen and creating that engagement.</p>
YouTube	<p>Overall: Negative</p> <p>AUDM has one video a year that does very good on their YouTube channel. This video sums up their once-a-year dance marathon and the total money raised. Besides those videos, there is almost no engagement on their YouTube channel.</p>
TikTok	<p>Overall: Negative</p> <p>With TikTok being a newer social media, AUDM hasn't established too much of a brand here yet. However, they have been posting consistently and creating new content which is key to TikTok. All they need is one video to go viral to open their audiences.</p>
Twitter	<p>Overall: Positive</p> <p>AUDM is very active on Twitter, they are constantly retweeting, getting tagged, and engaging with other organizations and nonprofits.</p>

## Opportunities

The final step is to cover opportunities for improvement.

This doesn't have to be incredibly detailed. But it should contain actionable recommendations on how to improve. Please include at minimum one improvement for each platform.

### 1) Profile improvements:

These are ways to improve the social media profiles themselves.

Network	Business Metrics
Twitter	Create a twitter account. Post articles that AUDM is associated in. Tweet latest blog post and updates about the organization.
Tiktok	Post more tiktok videos on account. Be more engaging with students on the platform to help grow the all-round engagement on the profile.
Facebook	Post more on Facebook account. Generate more shares on post to help raise awareness to people outside the university.

### 2) Social activity improvements:

These are ways to improve what's being posted or shared and how. You also need at least one activity improvement per platform.

Network	Business Metrics
Instagram	Post active Instagram story updates.
Tiktok	Post more videos to help gain followers and engagement about the organization and cause. Partner with Auburn Basketball and AUDM to create a dance hype video.
Facebook	Have more updated posts to create more shares on each post.
Twitter	Create an account matching the same post activity of other platforms.

### 3) Competitors and profiles to watch:

These are some of the most important competitors and related accounts to keep an eye on or take inspiration from. Please find at least one competitor's profile to watch per platform. It could be the same competitor on each platform or a different one for each. But you do need to list out for all platforms even if it is the same competitor.

Profile to Watch	Reason
E.g. <a href="#">LEGO on Instagram</a>	E.g. One of your largest toy competitors. They get roughly 9x more engagement on Instagram, thanks to their short-form videos posted every Tuesday.
Tri Delta (St. Jude) Instagram and Facebook <a href="https://www.instagram.com/auburntridelta/">https://www.instagram.com/auburntridelta/</a> <a href="https://www.facebook.com/AuburnUniversityTriDelta">https://www.facebook.com/AuburnUniversityTriDelta</a>	Social sorority Tri Delta which has chapters all across the country (including Auburn) each donating money to St. Jude. IG and FB are both bombarded with posts asking for donations from AU's chapter.
Red Cross Twitter <a href="https://twitter.com/RedCross">https://twitter.com/RedCross</a>	One of the largest aid organizations in the world. Always asking for donations the red cross plays a huge role on Twitter.