

Social Media Audit Template

This template is to help you conduct a social media audit for your business. Follow these steps to execute your next social media audit.



Step 1

Create a [spreadsheet](#) and write down all the social networks you own and the owner for each.

Social Network	URL To Profile	Owner



Step 2

Go on [Google](#) and search up any other social media profiles that is representing your company that you don't own (imposters). Create a separate spreadsheet.

Social Network	URL	Owner	Shutdown Y/N



Step 3

Evaluate the needs for all your social media profiles and create a mission statement for each. For example: Instagram Profile—To share company culture and company achievements.

Social Network	URL to Profile	Owner	Mission Statement



Step 4

Make sure all your accounts are on brand. Proper profile photo, cover photo, icons, bios and descriptions are proper, and URL is correct.

Social Network	URL to Profile	Owner	Mission Statement	Branding Check Y/N



Step 5

Centralize the ownership of passwords.

For example: have your IT department own the key to all the passwords for the social media profiles. Use a tool like LastPass to share access on a need to use basis.

Social Network	URL to Profile	Owner	Mission Statement	Branding Check Y/N	Password Centralized Y/N



Step 6

Create a process for how new channels will be established going forward and create a criteria. Make sure to also take note of who is going to approve the requests.

For example:

- Requester:
- Who is the target audience?
- What type of content will be posted in this profile?
- Who is going to respond to content?

Now that you've conducted your social media audit. Start managing your social media profiles with Hootsuite Pro. Sign up for a 30-day Trial of Hootsuite Pro today!