

Social Media Audit Checklist (with Scoring)

This version of the Social Media Audit Checklist allows you to score yourself (1 = poor, 5 = excellent) on each item. Use the totals to track progress over time.

Profile & Branding

Item	Score (1–5)
Profile photos and cover images are high-quality and on-brand.	_____
Bios/descriptions include keywords, services, and location.	_____
Contact information (website, phone, email) is accurate and consistent.	_____
Handles/usernames are consistent across all platforms.	_____

Content Strategy

Item	Score (1–5)
Posting frequency matches goals (at least 2–3x per week).	_____
Content mix includes educational, promotional, and engagement posts.	_____
Visuals (photos/videos/graphics) are clear and branded.	_____
Captions include calls-to-action and relevant hashtags.	_____

Engagement

Item	Score (1–5)
You respond to comments and messages within 24 hours.	_____
Followers are engaging (likes, shares, comments) regularly.	_____
Polls, stories, or interactive content are used to increase engagement.	_____
Customer questions or reviews are acknowledged publicly.	_____

Growth & Analytics

Item	Score (1–5)
Follower count is increasing steadily.	_____
Top posts are tracked monthly to replicate what works.	_____

Link clicks, website traffic, or leads from social are measured.	_____
Ad campaigns are tested and results tracked if running paid promotions.	_____

Compliance & Housekeeping

Item	Score (1–5)
No old admins or ex-employees have access to your accounts.	_____
Duplicate or outdated pages have been removed or merged.	_____
All platforms have 2FA/security enabled.	_____
Links in bio are current and functioning.	_____