

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 of the social networks you own and the owner for each.

Social Network	URL to Profile	Owner



Step 2

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

Social Network	URL	Owner	Shutdown Y/N



Step 3

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

Social Network	URL	Owner	Mission Statement



Step 4

Make sure all of your accounts are on brand. This includes making sure that all profile images, cover photos, icons, bios, and descriptions are current and meet branding standards. Additionally, ensure that the URL is correct.

Social Network	URL	Owner	Mission Statement	Branding Check Y/N



Step 5

Centralize the ownership of passwords. You can do this by giving all social media passwords to your IT department, using a tool such as LastPass, or centralizing permissions with a social media management dashboard like Hootsuite so teams can share access as needed.

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



Step 6

Determine the criteria and set a process for how new channels will be established and decide who will evaluate requests.

This should include:

- The requester
- Who the target audience is
- What type of content will be posted to this profile
- Who is responsible for posting and engagement

Now that you've conducted your social media audit, it's time to start managing your social media profiles. Hootsuite can help. [Learn more.](#)