

Social Media Audit

Step 1 – Write down all the social networks on which your office or organization currently has a presence, and include the contact information for the owner of each account.

Office	Social Network (Facebook, Instagram, Twitter, etc.)	URL for Profile	Administrator Contact Name, email and phone (at least two)

Step 2 – Evaluate the current status of each social network.

Social Network	Date of last post	Are comments being addressed/answered?	Is the profile complete? (updated About sections, contact info)	Are all links accurate and functional?	Have links to all social networks been submitted to UHCL Marketing and Communications?	Are all social networks added on your official UHCL website?

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Step 3 – Make sure all your accounts adhere to the UHCL Brand Guide, including appropriate profile pictures, cover photos, icons, “about” information, colors, etc. If you have questions about the status of the profiles, contact socialmedia@uhcl.edu for assistance.

Social Network	Profile Picture	Cover Photo (if applicable)	Inclusion of department information in About section or Description	Do colors/use of official logos follow UHCL Brand Guide?

Step 4 – Evaluate the content on each social network.

Social Network	What is the most frequently-used type of content? (photos, videos, text posts, links, etc.?)	What type of post generates the most engagement with followers? (image, link, text, video, etc.)	What is your social media schedule or plan for regular posting? (monthly, weekly, etc.)	Where do you find your content?

Step 5 – Dig into analytics – you don’t have to be a data hound to get a decent look at insights related to your social networks. Whether you just want to track number of followers, or get more feedback on engagement, many of the tools that are part of each social network will give you plenty of information.

Social Network	Number of followers as of 01/01/2020):	Most active time on social network (Facebook and Instagram)	Highest number of “likes” or comments on a post.	Highest number of shares on a post.

Step 6 – Prioritize and plan – identify the top three goals related to your social networks for the next 90 days. Is it streamlining ownership? Cleaning up outdated profiles? Implementing a social media calendar? Pick only the top three things on which you wish to focus, and use them as your guide for the next 90 days.

Social Network	Goal 1	Goal 2	Goal 3