Social Media Audit

1. Use the accompanying spreadsheet and write down all of the social networks you own and the owner for each.
2. Go on Google and search for any other social media that are representing your company – these may be accounts that were set up before you managed the social media for the company.
3. Evaluate the needs of all your social media profiles and create a mission statement for each.

*EG - Twitter Profile – to share company news using trending hashtags.*

1. Make sure all your accounts are on brand. This includes making sure that all profiles images, cover photos, icons, bios, and description are current and meet branding standards.
2. Centralize the ownership of passwords. You can for this by giving all the social media passwords to your IT department/manager.
3. 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
* The target audience
* What type of content will be posted to this profile
* Who is responsible for posting and engagement