

# Social Media Audit Template

This smart template is designed to assist you in conducting an audit of all social media accounts of your business.

Follow these simple steps to conduct an audit your social media accounts.



## Step 1

Create a simple excel spreadsheet and write down all the social media accounts you have for your company and who owns and controls the account

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?



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