**Social Media Audit Template **

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Who** | **Where** | **Image result for tick image** | **What** | **Image result for tick image** | **When** | **Image result for tick image** | **Why** | **Image result for tick image** | **Rank or score** |
| **You (e.g.brand)** | Facebook |  | Conversation |  | Recent |  | Campaign |  | Rank from 1-10 or score with Booz BallsImage result for booz balls |
|  | Twitter |  | Video |  | Frequent |  | Review |  |
|  | Instagram |  | Photo |  | Date/time |  | Entertainment |  |
|  | LinkedIn |  | Ranking  |  | + |  | Information  |  |
|  | Google+ |  | Links |  | + |  | Persuasion |  |
|  | YouTube |  | + |  | + |  | Ranking |  |
|  | Pinterest |  | + |  | + |  | Complaint |  |  |
|  | Snapchat |  | + |  | + |  | + |  |  |
|  | +  |  | + |  | + |  | + |  |  |
|  | + |  | + |  | + |  | + |  |  |
| **Customer/****influencer** | Facebook |  | Conversation |  | Recent |  | Campaign |  |  |
|  | Twitter |  | Video |  | Frequent |  | Review |  |  |
|  | Instagram |  | Photo |  | Date/time |  | Entertainment |  |  |
|  | LinkedIn |  | Ranking  |  | + |  | Information  |  |  |
|  | Google+ |  | Links |  | + |  | Persuasion |  |  |
|  | YouTube |  | + |  | + |  | Ranking |  |  |
|  | Pinterest |  | + |  | + |  | Complaint |  |  |
|  | Snapchat |  | + |  | + |  | + |  |  |
|  | + |  | + |  | + |  | + |  |  |
|  | + |  | + |  | + |  | + |  |  |
| **Competition** | Facebook |  | Conversation |  | Recent |  | Campaign |  |  |
|  | Twitter |  | Video |  | Frequent |  | Review |  |  |
|  | Instagram |  | Photo |  | Date/time |  | Entertainment |  |  |
|  | Linkedin |  | Ranking  |  | + |  | Information  |  |  |
|  | Google+ |  | Links |  | + |  | Persuasion |  |  |
|  | Youtube |  | + |  | + |  | Ranking |  |  |
|  | Pinterest |  | + |  | + |  | Complaint |  |  |
|  | Snapchat |  | + |  | + |  | + |  |  |
|  | +  |  | + |  | + |  | + |  |  |
|  | +  |  | + |  | + |  | + |  |  |

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