The Ultimate Guide to a Social Media Audit

A critical, 5-step health check for the future success of your social media strategy. Find out what is essential, optional, or completely unnecessary in your social media tool-kit.
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Introduction

Why a Social Media Audit Just Makes Good Business Sense

If you rely on social media channels to optimize performance and reach or you would like to improve your overall social media strategy, it’s important that you perform a social media audit to help you:

- Keep a pulse on reputation management
- Align your marketing strategy with your social presence
- Gain cross-functional awareness of your goals and results
- See what is working and what’s not
- Pinpoint areas where something as simple as streamlining a process or having an additional report could be beneficial
- Get a bird’s-eye view of the tools, engagement, conversation, and insights of your brand that are being utilized for all of your social media needs and determine if they are helpful
The 5 Key Areas of Your Audit:

01 | NETWORK INVENTORY
Get a comprehensive view of which social channels your brand is utilizing.

02 | POLICY REVIEW
Examine the processes involved when creating social posts.

03 | BRAND ACTIVITY
Review the results of your social media goals to determine the success of your brand.

04 | COMPETITIVE INSIGHTS
Prepare a side-by-side analysis of your brand paired with competitors.

05 | BRAND REPORT SUMMARY
Pull all of the pieces together to provide a report summary of your audit analysis.
01 | Network Inventory

Get a comprehensive view of which social channels your brand is utilizing

Being in the right place at the right time is important, especially when it comes to your brand on social networks. Examine how your brand’s share of voice is divided among the social networks and discover where your followers or fans spend most of their time.
This Q2 2017 study from eMarketer, reveals platform usage based on age and gender and can help with message alignment. Once you see how your brand's voice is spread across the social channels, drill down into each network to really see the splash your brand has made. Focus on the metrics that matter to you.

### Social Media Platforms Used by US Internet Users, by Demographic, Q2 2017 (% of respondents in each group)

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>Female</th>
<th>Male</th>
<th>15-25</th>
<th>26-35</th>
<th>36-45</th>
<th>46-55</th>
<th>56+</th>
</tr>
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</tr>
<tr>
<td>Facebook</td>
<td></td>
<td>84%</td>
<td>76%</td>
<td>77%</td>
<td>84%</td>
<td>81%</td>
<td>83%</td>
<td>75%</td>
</tr>
<tr>
<td>YouTube</td>
<td></td>
<td>61%</td>
<td>67%</td>
<td>81%</td>
<td>74%</td>
<td>63%</td>
<td>61%</td>
<td>41%</td>
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<tr>
<td>Pinterest</td>
<td></td>
<td>44%</td>
<td>18%</td>
<td>27%</td>
<td>34%</td>
<td>33%</td>
<td>34%</td>
<td>25%</td>
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<tr>
<td>Instagram</td>
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<td>40%</td>
<td>39%</td>
<td>59%</td>
<td>54%</td>
<td>41%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>38%</td>
<td>45%</td>
<td>46%</td>
<td>47%</td>
<td>49%</td>
<td>42%</td>
<td>24%</td>
</tr>
<tr>
<td>Snapchat</td>
<td></td>
<td>26%</td>
<td>26%</td>
<td>55%</td>
<td>36%</td>
<td>21%</td>
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<tr>
<td>LinkedIn</td>
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<tr>
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<tr>
<td>WhatsApp</td>
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<td>3%</td>
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<tr>
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<td>2%</td>
</tr>
<tr>
<td>Periscope</td>
<td></td>
<td>3%</td>
<td>5%</td>
<td>4%</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
<td>1%</td>
</tr>
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Another eMarketer study reveals what metrics are important to social media marketers. Are you placing more emphasis on one channel or metric over another? If so, why does it take priority over the others and was this part of your social strategy? Look for gaps or overextension on social channels and key metrics.

With a social channel review, you can centralize your trends and learn where to shift your attention so that you are on target to achieve your goals.

02 | Policy Review

Examine the processes involved when creating social posts.

Does your brand have a social media policy that is specific for each platform or one that encompasses all accounts? Do you have reports setup to provide metrics that correlate to your activity on the social networks?

You might be more interested in reviewing the metrics only from the most active channels, but it’s important to see the full-picture of your brand. Disclosing all of the metrics per channel is beneficial when thinking of KPI’s and planning.
During this review process, you will want to ensure your policy includes details on:

- Who creates content and who posts it on social channels
- A framework for the types of posts that can be made on behalf of the brand in terms of text, links, videos, photos, or GIFs
- How the brand’s voice is used during the content creation process
- The importance of moderation in your overall policy
- Responding to users who mention your brand
- How your policy might differentiate by channel and sentiment

This is an important piece of the social media audit, as it allows you to be transparent about your daily practices.
03 | Brand Activity

Review the results of your social media goals to determine the success of your brand.

Four key areas of brand activity analysis bring awareness to the audit process:

1. Channel Analysis
2. Buzz Trends and Influencers Analysis
3. Digital Activity Analysis
4. Sentiment Analysis
1. Channel Analysis

Offers the ability to see community size, audience demographics, and engagement numbers by social network over a period of time.

Source: Sysomos
2. Buzz trends and Influencers Analysis

Provides insights into the platforms where your brand’s influencers spend their time. It will assist in identifying the most popular conversation themes on those platforms and which influencers are driving online conversation around your brand and products.

Social Media Platforms on Which US Influencers Work, Sep 2017 (% of respondents)

3. Digital Activity Analysis

Aids in understanding what type of digital activities your audience might be involved in and emphasizes the importance of content for the right platform. The chart below from eMarketer provides insight into this.

When considering audiences confirm if they align with the company targeted audience, you might be surprised at what you find. When you see changes in your audience whether in growth or engagement, analyze brand activity during those moments to find those key points.

US Digital Activities, Spring 2017 (% of population)
4. Sentiment Analysis

Determines if your audience connects with your brand’s content, on all social channels, whether it is original or curated. Take the posts that stand out and deconstruct those to discover the secret ingredients that made them work so well. Use their secret sauce to create future posts.

There is power in curated content, especially if you are not seeing results in your original posts. Repurpose user-generated content based on attributes to curate authentic content.

Source: Sysomos

Find and utilize viral consumer social images and videos. This gives you a rich pool of content for future campaign publishing, inspiration or understanding of how people value your brand.
04 | Competitive Insights

Prepare a side-by-side analysis of your brand paired with competitors.

Use this as an opportunity to be inspired by the novelty of what competing social marketers are achieving:

- Make sure you know who your competitors are, not only in business, but also within social channels.
- Analyze your competitors just as in depth as you would your own brand.
- Pay close attention to their post frequency, the hashtags they are using, the type of content they are posting or sharing, and how timely they are in responding to mentions or questions.
- Take notice of their engagement, fan growth, and impression rates.
- Find validity of your success and insights from the social data of your competitors.
Competitive Dashboard

Look at brands who you think are excelling on the social media landscape. These are brands that aren’t necessarily in your wheel house, but those who you think are pushing the envelope or taking innovation to new heights.

Source: Sysomos
04 | Brand Report Summary

Pull all of the pieces together to provide a report summary of your audit analysis.

Now that you’ve reviewed your brand’s network inventory, social media policies, brand activity, and competitive insights, you will want to share your findings with executives and key stakeholders.

Use this as your opportunity to highlight the success of your brand and ensure your recommendations are absorbed and mapped into the overarching company goals.

- Show how your insights from social media truly impact the business
- Be as open about your shortfalls, as you are about the shining moments
- Use the brand report summary ahead of a planning session with your social media team
- Set a timeline of key metrics that concentrate on your approach and strategy for upcoming campaigns or content
- Put together a simple visual report, but also a summary of the general volume and channel insights, as well as the conversation themes and sentiment insights (see next page)
The Ultimate Guide to a Social Media Audit

Report Summary

A summary of the social media audit will help your team create and execute goals by looking at the in-depth details of the audit report.

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Report Summary

<table>
<thead>
<tr>
<th>GENERAL VOLUME &amp; CHANNEL INSIGHTS</th>
<th>CONVERSATION THEMES &amp; SENTIMENT INSIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pizzaria recorded the largest volume of mentions among the two competitors, amounting to 2,494,859, or 65%, competitive Share of Voice</td>
<td>Promos and deals were the top theme of conversation for Pizzaria (24%)</td>
</tr>
<tr>
<td>○ Twitter supplied the majority of the restaurant’s overall mentions with 95% SoV</td>
<td>General mentions drove the largest share of Pepperonatta mentions (41%)</td>
</tr>
<tr>
<td>○ Pizzaria also recorded the highest single-day spike among all competitors. It occurred on February 5, and was driven by retweets of @KevinZoloff’s tweet saying that Pizzaria is fancy Pepperonatta came in second with 1,326,382 total mentions (35% SoV)</td>
<td>○ Deals and promos were the second highest theme with 34%</td>
</tr>
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<td>○ The restaurant’s highest daily buzz was recorded on December 7 and was driven by a Achieve 16 Company Event in Dallas</td>
<td>The positive mentions for both Pizzaria and Pepperonatta was 32%.</td>
</tr>
<tr>
<td>○ Female users were more active than male users in posting about Pepperonatta, with a 48% SoV. 64% of Pizzaria mentions were posted by male users.</td>
<td>○ Food and drinks were also the highest positive theme for both chain restaurants.</td>
</tr>
<tr>
<td></td>
<td>Negative comments on Pizzaria’s customer service, and posts from those who were dissatisfied after dining at an outlet, were the main drivers of negative conversations (25% and 24% SoV each)</td>
</tr>
<tr>
<td></td>
<td>○ Pepperonatta also recorded most of their negative sentiment mentions on the theme of customer service, with a 38% SoV.</td>
</tr>
</tbody>
</table>

Pizzaria | Brand Report | Apr 1, 2016 – Mar 31, 2017

Source: Sysomos
Final Thoughts

It’s important to examine your social media footprint as a brand often, it helps to either keep you on course or suggest a new path. As a social media expert, knowing whether a campaign or content is working properly can save you a great deal of time and effort. An analysis of the data of your presence within the social media objectives to shape the future of your brand.

Find out how Sysomos can assist you with premium brand or product reports that provide the detailed analysis you’re looking for with a social media audit. Our reports are well suited for gaining competitive insights, building a marketing strategy and B2B sales pitches, product improvement and development, along with content creation, and much more.

Get your report!
Sysomos is a unified, insights-driven social platform that empowers marketers to easily manage earned, owned, and paid media at scale.

Powerful stand-alone apps; even better when used together