

Social media audit checklist

Twenty-two checks, starting with the question most audits avoid: is this channel earning its hours?

The first group is the one that matters. A channel nobody can justify in writing should be closed or made deliberately dormant -- quiet neglect is the worst of the three options, because it still costs attention and looks abandoned to a visitor.

Is this channel earning its place?

- ☐ You can name the job this channel does -- reach, proof, service or recruitment
- ☐ You know what it produced last quarter: sessions, enquiries or nothing measurable
- ☐ You would keep it if you had to justify the hours in writing
- ☐ Any channel that fails all three above is scheduled to be closed or dormant, not quietly neglected

Profile basics, per channel

- ☐ Profile name, handle and bio say what you do, not just who you are
- ☐ Link in bio points somewhere current and tracked
- ☐ Profile and cover images are the right dimensions for that platform, not stretched
- ☐ Pinned or featured post is the one you would choose today
- ☐ Contact route on the profile is monitored by someone

Content

- ☐ You can state the content mix -- proof, useful, promotional -- as rough percentages
- ☐ Promotional content is a minority of posts, not the majority
- ☐ Posts are written for the platform rather than cross-posted identically everywhere
- ☐ Every post that could is linked to something on your own site
- ☐ You have a repeatable format that works, rather than starting from nothing each week

Cadence and process

- ☐ A cadence exists that you have sustained for at least a month
- ☐ Posts are scheduled at least a week ahead, so a busy week does not create a gap
- ☐ One person owns the channel by name
- ☐ Comments and messages have an agreed response time, and someone checks

Measurement

- ☐ UTM tags on every link, so social traffic is identifiable in analytics
- ☐ You report referred sessions and conversions, not just impressions and reach
- ☐ Follower growth is tracked net of unfollows

☐ You know which post format produces the most site visits, from data rather than impression

What to post, and roughly how much

Promotional content works because the other 85% exists.

Type	What it is	Rough share	Note
Proof	Work you have done, results, client words, things you have built	Around 30%	The type that converts, and the type most accounts post least.
Useful	Something a viewer can act on without contacting you	Around 50%	Earns the right to be followed. This is where a template or a checklist does well.
Promotional	An explicit offer, launch or availability post	Around 15%	Works because the other 85% exists. On its own it is ignored.
Human	The team, the process, the mistakes	Around 5%	Cheap to make and disproportionately good at starting conversations.

Your score

Count the unticked boxes per group. Fix the group with the most gaps before starting anything new.

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Content

Cadence and process

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