

Social Media Audit Checklist

A clearer direction for your social media.

Take a fresh look at your profile, content and goals. Set aside about an hour, work through each section and tick what is already in place. What remains becomes your plan.

HOW TO USE IT

- 01 Choose the one platform that matters most to your business right now.
- 02 Work through the five sections and tick each statement that is true today.
- 03 Circle the three unticked items that would make the biggest difference.
- 04 Use the final page to turn them into simple next steps.

01 Profile & first impressions

What someone understands in the first five seconds.

- ☐ Your bio says who you help and what you offer, in plain words
 - ☐ Profile photo or logo is clear and consistent on every platform
 - ☐ Handle and display name are easy to find and spell
 - ☐ The link in your bio leads somewhere useful and up to date
 - ☐ Highlights, pinned posts or featured sections reflect what you offer now
 - ☐ Contact options are visible and working
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02 Content review

Look back at your last 12 posts with fresh eyes.

- ☐ Each post has a clear purpose: to inform, inspire, connect or invite
 - ☐ Your visual style feels consistent: colours, type, photography
 - ☐ Captions sound like you, and open with a strong first line
 - ☐ You use a balance of formats: images, carousels, short video, stories
 - ☐ Your content pillars (3–5 recurring themes) are easy to recognise
 - ☐ Each post gives a gentle next step where it makes sense
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03 Audience & engagement

Social media is a conversation, not a broadcast.

- ☐ You know who your ideal audience is and what they care about
 - ☐ Comments and messages receive thoughtful replies
 - ☐ You engage with accounts in your community, not only your own
 - ☐ Your posting times suit when your audience is actually online
 - ☐ You note which questions people ask most often, and answer them in content
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04 Goals & measurement

Clarity makes every post easier to plan.

- ☐ You have one or two clear goals for the next 90 days
 - ☐ You know which numbers matter for those goals (saves, clicks, enquiries)
 - ☐ You review your insights once a month and note what you learn
 - ☐ You can name your best-performing posts, and why they worked
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05 Consistency & workflow

A sustainable rhythm beats occasional bursts.

- ☐ You plan content at least two weeks ahead
- ☐ Ideas, captions and assets are kept in one organised place
- ☐ Your posting frequency is realistic for your time and resources
- ☐ You batch tasks such as photography, writing and scheduling
- ☐ Brand guidelines (colours, fonts, tone) are written down

A moment to reflect

What is already working well, and why?

Where does social media feel hardest right now?

★ YOUR NEXT STEPS

Three priorities

Small, specific actions you can begin this month.

01

PRIORITY

FIRST STEP

02

PRIORITY

FIRST STEP

03

PRIORITY

FIRST STEP

NOTES

Would you like a second pair of eyes?

AVA MARKETING offers a relaxed discovery call to talk through your results and what would help most. Book a Discovery Call on our website.