

## In-House Social Media Audit

1. What social media accounts does your organization currently have?
2. What social media accounts are active for your organization? (Active meaning you post more than once a week).
3. How frequently do you post to each social media account?
4. Who is responsible for social media in your organization/group and what is this persons skill level? **1 = can't figure out how to log-on 10 = posts relevant articles multiple times a day**
5. Who on staff accesses your social media accounts frequently? And for what purpose?
6. How many 'Likes' does your page have on Facebook?
7. How many followers does your organization have on Twitter?
8. If you have other social media platforms please list them with the number of followers below.
9. Do you capture your insights and metrics to analyze your audience and reach?
10. Do you have your social media accounts listed on all email signatures, business cards and letterhead?
11. Does your organization/group have an approval process for posting something on a social media?
12. What type of posting do you typically do on Facebook and Twitter and why?
13. What are the problems you or your organization run into when using social media?