



Social Media Audit - Facebook

Checklist Item	Yes	No
Engaging and professional Facebook Cover photo (820 x 462)		
Tagline or demonstrated benefits on cover photo		
Interesting Profile photo - clear and easy to see (180 x 180)		
Clear and interesting About Short Description		
About section filled with benefits and good keywords		
Call to Action button set up and working (preferably a lead generator)		
Has a customized Facebook web address (i.e. www.facebook.com/hipcatmedia)		
URL easy to find on page (short description or prominently featured in About Page several times)		
Posting frequency: at least once a day during the week; optimum is 3x a week minimum		
People liking or commenting on posts		
Asking questions in posts to prompt engagement		
Varying posts between text, photos, and links		
Answered comments on posts		
Sharing tips in niche		
Posts benefit audience		
Sending traffic to website several times a week		
Using personal profile to post about your business		
Personal profile linked properly to Facebook Page in Work section		
Regularly spending money on Facebook ads (at least once a month)		
Link to Facebook Page prominently located on website		
Our Story completed		
Links to other social sites in the About section		
Utilization of Facebook Stories		

CREDIT:

Source: SMMS, Module #1, SM Audit Checklists - Phyllis Khare & Andrea Vahl

Spreadsheet Created by Annie Sisk/Stage Presence Marketing and Updated by Andrea Vahl and Phyllis Khare

Updated by HipCat Media 2020