WORKSHEET 5.2
SOCIAL MEDIA AUDIT

FILL OUT THE FOLLOWING TO CONDUCT YOUR SOCIAL MEDIA AUDIT.

TIPS TO GET STARTED:

1. Put answers in the frequency column that are broad—daily, weekly, bi-weekly, monthly, bi-monthly, etc.
2. Write down all of the passwords for your accounts in the password column, so that administrative bumps don’t hinder your progress.\*
3. Make a note in the far right column if, after you’ve seen every social media account your organization has (or has had), you think a particular account should be shut down.

*\* Note: Take special care with passwords. If you record them here as part of the audit, keep this document in a secure place. Also, a friendly reminder: to protect the security of your accounts, do not use common or easy-to-guess passwords.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Social Network | URL | Profile Name | Number of Fans/Followers | Last Activity | Frequency | Password\* | Shutdown Y/N |
| Blog(s) |  |  |  |  |  |  |  |
| YouTube |  |  |  |  |  |  |  |
| Vimeo |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |
| Pinterest |  |  |  |  |  |  |  |
| Snapchat |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |
| Google+ |  |  |  |  |  |  |  |
| Tumblr |  |  |  |  |  |  |  |
| Periscope |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |