

# Metrics that Matter: Social Media Audit Map



This chart looks at components of a social media audit analysis and the metrics or key performance indicators (KPIs) a social media strategist can use to analyze the success of social media channels and their contributions to an organizations goals and marketing campaigns.

## AUDIT COMPONENT

Channel Performance

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Social Media Profile

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Content Analysis

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Community Analysis

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Goal Integration

## WHAT IS ANALYZED?

Is your channel holistically representing your organization as a whole? Is your social media channel supporting organizational or marketing goals successfully?

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Completion of social media profile. Efficient or correct use of content and platform. Is your account on brand?

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Is the content you are sharing successful? What content is engaging your audience? Is the content converting?

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Who is your audience ? Is this the right platform for your community? A review of psycho-social demographics (Age, Gender, Geolocation)

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Is your social media supporting organizational or marketing goals?

## METRICS OR KPIS

- Sentiment Analysis
  - Data Benchmarking
  - Consistency and Frequency of Posting
  - Qualitative Analysis
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- Profile Completion
  - Brand Compliance
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- Engagement Rate
  - Conversation Rate
  - Amplification Rates
  - Click-Through Rates
  - Sentiment Analysis
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- Amplification Rate
  - Engagement Rate
  - Growth Rate
  - Active Geographies
  - Languages
  - Follower Demographics
  - Sentiment Analysis
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- Conversion Rate
- Referral Traffic
- Data Benchmarking - YOY Analysis

# Social Media Audit Checklist

- Platform name and URL
- Number of Friends / Followers/Likes/Subscribers
- Numbers of posts per day/week/month
- Type of content (blog posts, white papers, video, podcasts, promotions)
- Quality of content (accuracy, grammar, type, length)
- Engagement rate
- Sentiment analysis
- Percent Growth (YOY or Quarterly)
- Audience (demographics/psychographics)
- Top content Changes made to the profile during last review period
- Hashtags
- Organic vs. paid