



# social media audit

## Business Mission

## What products & services do you offer?

## Name at least 5 brands/businesses that inspire you on social media and why. Do you like their aesthetic, customer service, brand voice, or something else?

## Identify the top 3 social platforms you'll focus on:

- Instagram
- Facebook Page
- Facebook Group
- Tik Tok
- Podcast
- YouTube

## Identify your top 3 goals:

- Grow my following
- Build brand awareness
- Manage brand reputation
- Increase traffic to my site
- Improve community engagement
- Boost conversions or sales
- Build an email list
- Improve customer service & response time
- Gain market insights with social listening





## Most Popular Post Insights:

## Does your IG account include the following?

- Identify your business mission in bio
- Optimize SEO in your name and bio
- Complete your contact information
- All links are working
- Use brand colors
- Use consistent tone of voice
- Include high quality images and video
- Include call-to-action in captions
- Use relevant hashtags
- Use of storytelling

## Instagram Tips:

### Reels:

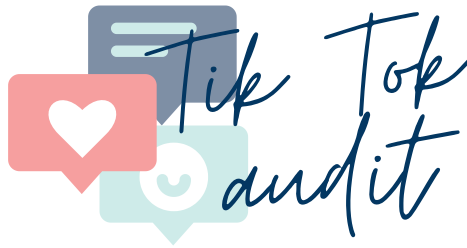
- Keep text within 4:5 dimensions
- Ensure text timing isn't too short
- Always include call-to-action in video: Comment with..., read the caption..., follow for more..., etc.
- Try other trending features: filters, GIFs, Remix
- Post often! Aim for at least 1 a week. IG is competing with TikTok and trying to keep users on the platform so the algorithm prefers these short-form videos right now.

### Posts Feed:

- Try to create Reels covers that fit in the 1:1 square to keep your branding style consistent
- CTA in captions can include messages like: save this post, like this post, comment below with, tag a friend, follow @account, share this post, or (new) turn on notifications by clicking on the bell. Pick one and then include check out the website to learn more (link in bio) if it's appropriate. If a follower reads your caption, it should only take 1-2 steps for them to find the link/information.
- Start the caption with a one line hook - What does your client want or need? This can be a question or statement.
- Use storytelling in the caption to show empathy and provide a consistent tone of voice. This resource is super helpful for writing captions: <https://www.mystorybrand.com/>
- Try out some live videos every now and then! You can start by partnering with another allied brand or run a live Q&A.
- Use GIFs to share an SLP relatable message
- Hashtags: Use around 10 hashtags a post if you want to build your following. Include popular hashtags in your field and specific ones related to your post. Always change these up! IG recognizes if you keep using the same hashtags over and over.
- Optimized SEO in name & bio: You can now include more characters in your IG name. Use SEO terms that people might search for to find you.

### Other IG tips:

- Find 5 relevant hashtags a day, like 20 posts per hashtag. Your engagement increases when you are social with other accounts. Other accounts are likely to find and follow you if you engage with their posts as well.
- Provide thoughtful comments on at least 5 popular, related accounts - Their followers might see your comment and follow you too.
- Share posts from other influencers and popular, related accounts to your stories and tag them (very important so they get notified). They might even re-share your story and their followers might click on your account and follow!
- Spend 5-10 minutes each day engaging with other people's story. You have to be social on social media. Like, comment, or engage with their stories. This shows IG that you are "friends" and the other accounts are more likely to see your stories and posts. Notice how your favorite accounts/family/friends are the first stories you typically see!
- Create engaging stories using all of the different features that IG offers: stickers, questions, polls, rating, music, etc. This keeps people looking at your stories longer and tells IG that your stories are interesting and engaging.



## Most Popular Post Insights:

## Does your Tik Tok account include the following?

- State your business mission in bio
- Complete your contact information
- Include call-to-action in video
- Use relevant hashtags
- Strong hook in caption
- Design for sound off
- Shoot Vertically
- Good lighting
- Short & Sweet (7 secs)
- Use trending audio

## Formats to Try:

1. Story of product
2. Results first & work backwards - break down steps
3. Step-by-step
4. Iterate trends - old and new
5. Build a series
6. Participate in a hashtag challenge
7. Duet with other users
8. Go live to your followers when you have 1000 followers

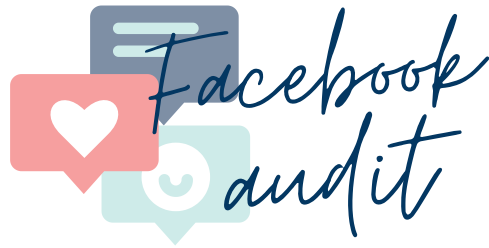
Recommend this training:

<https://later.com/training/tiktok-for-business/>

## Tik Tok Tips:

Share your IG Reels on Tik Tok. Create your SEO bio, add a logo, and contact info. You can record your Reels on Instagram, save them to your camera roll, and upload them to Tik Tok. It's that easy to start off! Here are some other notes about Tik Tok:

- Shorter tends to perform better (15-25 secs) but you can record up to 3 minutes
- Captions are limited to around 500 characters
- You cannot upload a cover photo so keep the text overlay consistent
- Where you place text on video is important - not on right side and bottom!!
- Unfiltered look is Tik Tok trademark
- Authenticity comes before aesthetic
- Switch to pro account for analytics
- Main goal is to be featured on the For You Page (FYP)
- Use trending sounds and effects (works with trending audio)
- Always use hashtags
- Tik Tok uses hashtags to get on users' FYP
- Very generic hashtags like Pinterest (no niche!)
- Not a place to make a sale
- Brand awareness and engagement should be at forefront of strategy
- Always use vertical video
- Strong hook at the beginning
- Make captions relevant
- Create consistent covers
- Post to stories
- You can check insights after 100 followers



### Most Popular Post Insights:

### Does your Facebook page include the following?

- State your business mission in bio
- Complete your contact information
- Include call-to-action in video
- Use relevant hashtags
- Strong hook in caption
- Design for sound off
- Shoot Vertically
- Good lighting
- Short & Sweet (7 secs)
- Use trending audio

### Facebook Page Tips:

- Only 20% of what you post should be self-promotional
- Upload and publish videos within your Facebook posts instead of linking out
- If you're not doing so already, share IG stories to Facebook. Shares posts to Facebook stories as well.
- Ask employees and guests to promote content and comment as well to improve engagement shortly after something is posted.

### Facebook Post Ideas:

1. Quick questions to followers
2. Quotes or stats from an article that require a click for more context
3. Snappy or witty statements coupled with a picture
4. Pull from pop culture and current events
5. Share page and product reviews and ask for reviews - (Idea: pick one winner every month)