# SOCIAL MEDIA AUDIT TEMPLATE

Discover, categorize, and evaluate brand social talk from the consumer perspective with social search and categorizing data by **Who:** list who is talking, company, consumers, or competitor. **Where:** list by social media channel (YouTube, Facebook, etc.) and environment (look and feel).**What:** list type of content (article, photo, video, plus sentiment). **When:** quantify frequency (posts, comments, views, shares per day, week, or month). **Why:** list purpose (awareness, promotion or complaint, praise, plus KPI. **Score:** list as problem or opportunity.
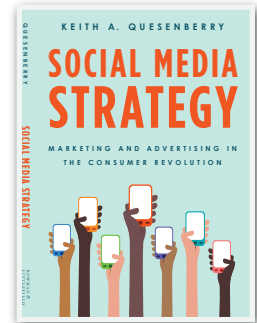
WHO	WHERE CHANNEL / ENVIRONMENT	WHAT CONTENT / SENTIMENT	WHEN DATE / FREQUENCY	WHY PURPOSE / PERFORMANCE	OPPORTUNITY 1 = challenge 5 = opportunity
COMPANY					
CONSUMER					
COMPETITOR					

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