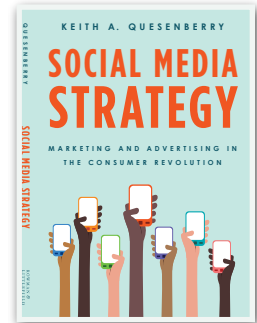


SOCIAL MEDIA AUDIT TEMPLATE

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	WHEN DATE / FREQUENCY	WHY PURPOSE / PERFORMANCE	OPPORTUNITY 1 = challenge 5 = opportunity
COMPANY				
CONSUMER				
COMPETITOR				