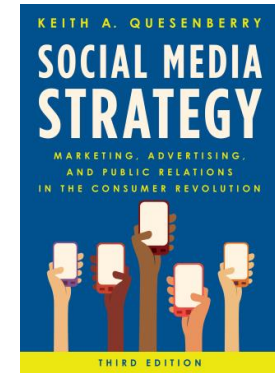# SOCIAL MEDIA AUDIT TEMPLATE

Discover, categorize, evaluate brand social talk with social search and categorize data by **Who:** list who is talking, company, consumers, 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, month). **Why:** list purpose (awareness, promotion or complaint, praise, plus KPI. **Include all:** number of rows under each category vary based on the number of platforms found such as 4 for Company, 2 for Consumer, 5 for Competitor. More details

WHO	WHERE CHANNEL / ENVIRONMENT	WHAT CONTENT / SENTIMENT	WHEN DATE / FREQUENCY	WHY PURPOSE / PERFORMANCE
COMPANY				
CONSUMER				
COMPETITOR				

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