Social Media Audit Template Worksheet

Who	Where (Channel/Environment)	What (Content/Sentiment)	When (Date/Frequency)	Why (Purpose/Performance)
Company				
-				
Consumer (UGC)				
Competitor				
Metrics?				

© 2024 Keith A. Quesenberry <u>Social Media Strategy: Marketing, Advertising and Public Relations in the Consumer Revolution</u>. Roman & Littlefield publishers. For an article on how to use this template visit <u>PostControlMarketing.com</u>