

# Social Media Audit

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Audits social accounts from the metrics and notes you provide — profile, content mix, engagement, growth and consistency — and prioritises improvements. Use it before a strategy reset. For the new plan use the Social Media Strategy.

## Purpose of this tool & output

Assess accounts and find growth levers

## How the output is used

Use it to assess accounts and find growth levers — a social media audit of content, engagement and profile health.

## Important cautions

Based on the metrics provided; deeper analysis needs account access.

## Companion documents

- Social Media Strategy
- Social Content Calendar
- Caption Pack Writer
- Reels / Shorts Script Writer
- Community Management SOP
- Hashtag & Discoverability Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.