

Social Media Audit Checklist

The amount of time you spend on social media is a function of how many other “hats” you wear in your job, but none of us have time to be on social media all day long. This audit checklist is designed to help you engage strategically.

Start with “The Basics” to make sure you’re working efficiently, as well as following USU’s rules of engagement on social media. The “Effective Engagement” checklist applies to all social media platforms and has tips to using social media to engage your audience. Plan to audit your social media accounts at least once each year. For more information or assistance, please email social@usu.edu.

The Basics

	Do you know USU’s social media guidelines ?
	Have you contacted USU’s Social Media Coordinator to be officially recognized by the university and added to the online social media directory ?
	Do you understand how USU’s rules for trademarks and logos apply to your campus unit and have an official USU social media avatar for your account(s)? If you need help with this, contact social@usu.edu .
	Have you provided usernames/passwords to supervisors or are they located in an office shared folder? Is there at least one non-student staff member as an admin on all your social media accounts? Once passwords are lost, taking control of accounts already created is difficult and often not possible.
	Have you created a basic social media strategy based on your communication goals? Start by identifying your target audience and make sure you’re spending most of your time on a platform where your audience already is. Learn more: “Your Social Media Strategy Plan: Where to Start”
	Are you using visuals in all your posts? You will always get higher engagement if you include a photo, video or link in every post. For images, photos and artwork will work better than a flyer you would use in print marketing. An 11x17 poster does not resize for digital viewing well.
	Do you have at least basic engagement goals to help you refine your posts and how you reach out to your fans and followers? Review your analytics. Facebook, Twitter, and Instagram provide helpful metrics. Establish some basic goals to know if you are reaching your goals and improving over time. Start with a few basic metrics that are easy to review each month. <ul style="list-style-type: none"> • A Beginner’s Guide to Facebook Analytics and Insights • A Beginner’s Guide to Twitter Analytics • Instagram Analytics 101: A Beginner’s Guide

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Effective Engagement

	<p>Do you understand the “norms” of the platform you are using? Are your posts appropriately informal and reflect what is important to your program? Use active language and imagine the person you are writing to. Always avoid posts that sound like headlines or just contain a link. Social media is about interaction, not pushing information. If your posts are pushy, your fans will get irritated. When you schedule posts ahead of time, make sure you’re still responding to comments and inquiries.</p>
	<p>Are all your images sized correctly or are they blurry and being cut off? Make sure your page looks clean and professional. Learn more: “Social Media Image & Video Sizes 2019”</p>
	<p>Are you maximizing the engagement opportunity of every post? Learn the recipe for the ideal post on the platform you’re using. All platforms are different, and your posts should be different too. Learn more: “The Recipe for the Perfect Social Media Posts”</p>
	<p>Do you know when your audience is most active on the platform you’re using? Learn more: “The Best Times To Post On Social Media”</p>
	<p>Are your social accounts integrated into print and digital communications? Can your target audience find a link to your social pages on your website, blog, e-newsletter, print magazine, etc.? Be sure you are also doing the reverse: including your website address on all of your social media accounts.</p>
	<p>Are you consistent? Don’t leave accounts to perish on their own. Inactive accounts reflect poorly on you and on USU as an institution. Learn more: “What Does It Mean to Be Active on Social Media?”</p>

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Facebook Checklist

	Look at what people see when they visit your page. Is your bio clear? Does it describe who you are and what sort of posts to expect from you? Does the page look up-to-date or is there information and photos from several years ago? When was the last time you posted?
	Have you set up your Facebook vanity web address (under page info) and is your “about” section completely filled out? See example: Utah State University Facebook - About
	Does your cover photo reflect something unique about you? Is it sized correctly so it is clear and easy to see even on a mobile device? Most of your fans will see your page from a smartphone or tablet. Is your cover photo so full of words that it’s illegible when viewed this way? Size: 851x315 px. Learn more: Facebook Cover Photos Do’s and Don’ts
	Does your profile image identify you readily and sized correctly so it isn’t cut off on either side? On mobile devices Facebook profile images are circular, does your image display correctly for mobile as well as desktop? Is it a distinctive logo or another image unique to your program? Size: 400x400 px. Learn more: Facebook Page Sizes and Dimensions
	Are your posts getting reasonable reach and analytics? Revisit “How to Create the Perfect Social Media Post” in the section above to make sure you’re crafting engaging posts that will be seen, and read up on the Facebook algorithm. Learn more: "The New Facebook Algorithm: Secrets Behind How It Works"
	Are you posting consistently? If not, your posts are less likely to show up in your fans’ newsfeeds. Maintain consistency and frequency (at least 3-5x/week), but listen every day by checking comments, check-ins and reviews.

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Twitter Checklist

	<p>Is your header photo sized correctly, and did you upload your highest resolution version? Twitter compresses the photo so it's best to save a high-resolution version. Size 1500x500 px. Learn more: "The Right Size for Your Pictures on Twitter"</p>
	<p>Are you using an approved social media avatar that readily identifies your program? Size: 400x400 px</p>
	<p>Are your tweets always less than 120 characters so that they can be retweeted with comments? The shorter your tweets, the more they will be read and retweeted. Learn more about the 280 character limit increase: Tweet to the limit Effectively</p>
	<p>Do you use hashtags sparingly and strategically to reach your target audience? See official USU hashtags: "USU Hashtags"</p>
	<p>Do you tag other Twitter users to spread a message relevant to them? When you add another user's handle at the end of your tweet, your tweet will show up in the newsfeed of their followers as well. Note that adding a handle at the beginning of a tweet is interpreted by Twitter as a direct reply. Only those who follow you <i>and</i> the user you tag will see this tweet.</p>
	<p>Do you include a photo, link or video in every tweet? Visual content will always do better than text. Learn more: "Twitter Image Size 2019"</p>
	<p>Do you tweet every day to maintain consistency? You can actually tweet many times each day without irritating your followers. The shelf life of the average tweet is only 18 minutes. Learn more: 21 Best Practices For Twitter In 2018</p>

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Instagram Checklist

	<p>Is your account set as a business profile to allow access to analytics and audience insights? Learn more: “Instagram Business Profiles”</p>
	<p>Are your photos high quality and do they reflect the values of your program? You can get away with low-quality photos on Twitter, but Instagram users expect a higher quality. Learn more: “How to Take Good Instagram Photos: A Step-by-Step Guide”</p>
	<p>Are you posting frequently and consistently? If you only post a few times a month, you are likely not building a following. But if you post more than once a day, your photos should be extremely interesting. Learn more: “Instagram Best Practices”</p>
	<p>Are you using Instagram stories effectively to engage with your audience? Learn more: Instagram Stories: The Complete Guide to Using Stories</p>
	<p>Do you use hashtags sparingly and tag other Instagram users strategically to reach certain audiences? Like on Twitter, too many hashtags just looks unpolished. Use hashtags that are specific and targeted. See official USU hashtags: “USU Hashtags”</p>
	<p>Are you engaging with other users? Do you follow others with similar interests and those who could act as social media ambassadors for your program? You should be spending time each day looking at your followers’ images and liking and commenting on them.</p>
	<p>Are you tagging the location of your photos to make them searchable by geography? Learn more: “The Importance of Location Tagging”</p>

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Snapchat Checklist

Utah State strongly encourages students, faculty and staff, clubs and organizations, regional campuses, and other entities to use USU's main Snapchat account, USU Snaps, before creating an individual Snapchat account. USU Snaps has 2,000 + viewers and offers a larger viewership due to its continually growing audience base. Before creating an account, please consider the following:

	Will your account be able to produce enough content to remain active on its own? How do you plan to build a following in order to get the most use out of the app? Have you considered using the university Snapchat account to showcase your area of campus? Schedule a takeover: "USU Snaps Takeover"
	Is the audience you are attempting to reach on Snapchat? Snapchat's largest demographic is 18-24-year-olds at 37%, and 25-34-year-olds at 26% of all users. Learn more: The Ultimate List of Snapchat Best Practices
	Are you posting frequently and consistently? If you only post a few times a month, you are likely not building a following. But if you post more than 5 stories per week, your stories should be extremely interesting. Learn more: Snapchat for Business: Best Practices