

Social
media
mini-audit

About me



I'm Jenna, a Social Media Consultant and Trainer with over 15 years of experience working for brands in the retail industry.

I work with B2C brands be more strategic with the social media marketing



Audits






Auditing your social media performance against best-practice areas can help you understand what you're doing well and what you're doing poorly and identify areas to prioritise for highest-impact improvement. Try my mini-audit to test it out for yourself.

Audit

Score yourself against the nine areas over the page to see how well you're performing.

Guidance

Score yourself based on the following traffic light system.

-  Green Great progress in this area, not something to prioritise.
-  Amber Some progress in this area, more could be done.
-  Red Unaware of this or aware but no progress made.



Audit

Having clear customer personas and understanding how they use/what they want from each particular platform.



Having a platform-specific strategy, not doing identical things and sharing identical content across all platforms.



Using all content formats available and including newer formats like Reels on Instagram/Facebook and live audio on Twitter/LinkedIn.



Using creative ways to stand out from competitors on the platform, through clever campaigns and/or challenges or riskier positioning.



Sharing content consistently and at optimum posting rates for the platform (or at least daily if you aren't sure what these are)



Proactively encouraging conversation - for example asking questions and encouraging debate or using in-app engagement features such as stickers/polls.



Encouraging deeper connection by communicating brand values, purpose and showcasing the people behind the brand.



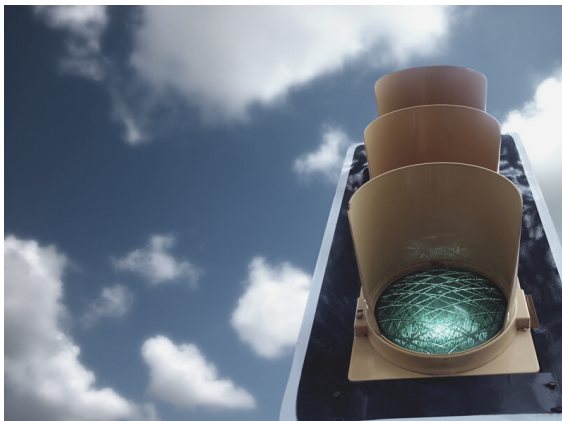
Amplifying the brand through collaborations with influencers/partner brands whether through collaborative content/joint lives or branded ads.



Calls to Action are included in the content to encourage people to take actions the algorithms reward (likes, comments, saves, shares, video views).



So how did you do?



Mostly green

Congratulations, it looks like you are smashing it at your social media marketing! You understand how to make this channel work for your business.



Mostly amber

Looks like you're on the right track, but there could be some improvements. Why not review the audit and make some notes and ideas to move forward?



Mostly red

You could be doing a lot more with your social media, but don't beat yourself up about it; social media is a challenging marketing channel that's constantly evolving.

Get in touch

If you'd like a more thorough audit of your activity performed by a professional get in touch.



Audits

Full Audit

£450

An audit for each of your platforms analysing your performance against current best-practice with detailed recommendations for maximum results.

Lite Audit

£250

A budget-friendly option that audits your overall platform performance with recommendations prioritising the highest-impact opportunities.

Access more

Why not join me for a free
masterclass?

A simple framework
for success on social
media

Let me take you through a an
easy-to-follow framework
where I share my top tips for
improving your social media
marketing and take your
questions.

8th November - 1pm

[Register here](#)

