



**SMALL
NON-PROFITS
ALLIANCE**



SOCIAL MEDIA AUDIT CHECKLIST

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Regularly reviewing your small non-profit's social media content is important to continue your success and to improve.

It's important because best practice social media content changes very quickly and creating great social media content can be very time consuming.

Knowing what works and what doesn't for your specific audience will save you precious time, and time I everything when you are juggling the high workloads so often experienced in the small non-profit world.

It may sound like a big undertaking, but using this Social Media Audit Checklist, this exercise doesn't need to take more than 30 minutes.

You need at least 4 months of social media content, and at least 1- posts per week, but 6 months or more is ideal.

HOW TO USE THIS RESOURCE

Print out/use as many audit sheets as you need to complete the checklist for each piece of social media content you asses.

Then add all the totals into the table below to see the trends.

Aim to assess all content and totals within around 30 minutes using post engagement statistics from your social media platform's insights section.

Content Day	Content time	Content type	Engagement total #

Post number _____ <Add optional post title

Date of posting _____

Day of the week _____ Time _____

Content type

- Post with photo
- Post with photo and link
- Post with link
- Post with copy only
- Video

Content engagement count (Select relevant metrics for your platform type only)

Type	Total
<input type="checkbox"/> Likes	_____
<input type="checkbox"/> Post clicks	_____
<input type="checkbox"/> Link clicks	_____
<input type="checkbox"/> Views	_____
<input type="checkbox"/> Video	_____

Engagement post total _____

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