

SOCIAL
MEDIA
AUDIT

**SAMPLE SOCIAL
MEDIA AUDIT**



IF YOU WANT TO CUT THROUGH THE NOISE, YOU'LL HAVE TO CONDUCT REGULAR SOCIAL MEDIA AUDITS.

Without a plan, your social media efforts are wasted. Developing a plan with established goals and measuring your results is crucial to maximizing your CPG marketing, no matter what tactics you use. Here's how to do an audit of your social media activities to ensure your CPG branding efforts are on track.

CPG MARKETING ON SOCIAL – HOW TO MEASURE YOUR SUCCESS

Conducting a social media audit of your CPG branding campaign is an important way to improve efficiency.



Here are some of the most important steps in the process:

1 SET UP A SPREADSHEET THAT LISTS:

1. All your social networks.
2. A link to your profile on each channel.
3. Who is responsible for updating the profile and maintaining CPG branding?
4. What is your goal for that channel?
5. What is the password to update the profile?
6. Is the bio on brand?
7. Additional notes.

2 CREATE A TAB FOR UNKNOWN SOCIAL CHANNELS.

3 CREATE A TAB OR ADD COLUMNS TO THE ORIGINAL SPREADSHEET THAT INCLUDES:

1. Engagement metrics. (Viewership trends, and how many comments by post?)
2. Publishing metrics. (How often you post to each channel, what you post?)
3. Audience demographics. (Age, location, interests?)
4. Referral traffic.
5. Channel-specific metrics that you consider important.

Tracking all of these metrics by month is critical to determining your success by channel. Remember, social media trends change daily, so tracking month-to-month will help your CPG marketing efforts improve by channel.

Search for all the outdated or unused social venues that have languished and bring them back under control.

ONCE YOU HAVE YOUR SPREADSHEET SET UP, CONDUCT THE FOLLOWING ACTIVITIES:

- 1.** Inventory all of your social media profiles. Start with the channels you use most frequently and fill in as much information as you have available. Then, search for your company name to determine if there are old or unused social media venues where your brand is mentioned but not up-to-date.
- 2.** Consider your mission and audience to determine which channels to focus on. Your mission could include:
 1. Improving CPG branding awareness
 2. Generating sales leads
 3. Driving traffic to your website
 4. Boosting audience engagement
 5. Increasing social media followers
- 3.** Determine the goals for the networks you want to focus most closely on.
- 4.** Work on the consistency of your CPG branding voice. Check the bio language on each social site. Your URLs and landing pages should be appropriately branded. Check colors, languages, and hashtags, as well as the messages you're trying to promote. These brand standards should carry across each social media platform.
- 5.** Open and review social media analytics. Each platform is different, but you're looking closely at link clicks, shares, increases or decreases in "likes" or followers, impressions, referral traffic, and more. Make sure you add the URL to the media analytics pages to the additional notes section to make it easy to find and review analytics.
- 6.** Identify your top posts, analyze why they were effective, and how you can replicate the effort.

Conducting a social media audit monthly or quarterly is the best way to improve the efficiency of your CPG marketing campaign. Failing to measure your CPG branding on these platforms will ensure that your posts are lost in the general noise of social media, making them not nearly as effective.



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