

Social Media Audit Report

Business Information

Business Name

Prepared By

Date

Social Platforms Overview

Platform	Handle/URL	Followers	Consistency	Notes

Content Audit

Best Performing Posts

Opportunities for Improvement

Brand Consistency

Profile Images & Bios

Tone & Messaging

Engagement Analysis

Average Engagement Rate

Observations

Competitor Comparison

Main Competitors

Competitor Activity

Actionable Recommendations

Additional Notes