

# Social Media Communication Audit Checklist

## Profile Assessment

☐ Profile image and cover photo reflect brand ☐ Bio/about section is filled ☐ Links are up-to-date ☐  
Contact information is accurate

## Content Review

☐ Messaging aligns with brand voice ☐ Consistent posting frequency ☐ Content variety (images, videos, stories, etc.) ☐ Posts include calls-to-action where appropriate ☐ Copyrights and credits are properly given

## Engagement

☐ Timely responses to comments and messages ☐ Monitoring and managing mentions/tags ☐  
Consistent interaction with followers ☐ Participation in relevant conversations

## Performance Evaluation

☐ Review of analytics (reach, engagement, growth) ☐ Top performing content identified ☐  
Underperforming content analyzed ☐ Insights applied to future planning

## Compliance & Risk

☐ Compliance with platform policies ☐ Proper use of disclaimers and disclosures ☐ Consistent use of  
branded hashtags ☐ Approval process for sensitive content

## Additional Notes