**Social and Digital Media Audit**

# Which of the following exist for the \_\_\_\_\_\_\_\_\_\_\_\_\_\_Community?

|  |  |  |
| --- | --- | --- |
|  | **Presence** | **Comments** |
| Website |  | The purpose here is to establish a benchmark for the work they have done so far in establishing a web and social media presence.  An effective site, for example, should be supported by other channels.  With over 350 social networks it is worth focusing at this stage on only the major players. |
| Microsites |  |
| Blog |  |
| Facebook |  |
| Pinterest |  |
| You Tube |  |
| Google |  |
| Apartment Ratings |  |

**Reactions to and goals for social media**

|  |  |  |
| --- | --- | --- |
| **Question** | **Reactions** | **Comments** |
| Strengths and weaknesses of current web presence |  | These questions are all aimed at establishing whether their heart is really in it.  Without the commitment from senior staff any attempts to improve the company’s digital strategy are likely to fail.  They need to see that social marketing is much more than just ticking the “have Facebook account” box and is linked to their marketing, PR, email and analytics activities. |
| Social media goals? |  |
| What companies do they admire for their social media/digital strategy success? |  |
| Who has responsibility for social media in the organization? |  |
| How will measure the impact of any changes they make? |  |
| What tools are in place to help with this measurement? |  |
| What are the senior staff reactions to tools like Google & Facebook? |  |
| Is there a culture of allowing staff to access social media during the work day |  |
| What is in place to help the company deal with adverse comment and discussion on social media sites now? |  |
| What are the email marketing processes in place for the organization |  |

**List four major competitors**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Competitors** | **Web** | **Pin** | **Blog** | **Face** | **Twit** | **You** | **AptRat** |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Comments | Establishing who the competitors are and how well they perform on the web and socially will help establish benchmarks and goals for the company and the brand. | | | | | | |

**Key phrases that define how the company or brand would expect to be found in the search engines**

|  |  |  |  |
| --- | --- | --- | --- |
| **Key words or phrases** | **Demand** | **Visibility** | **Comments** |
|  |  |  | These should be based on real needs as likely to be typed into search engines or expressed. While brand terms are important, more than half of these should be generic market or industry terms.  Use one of the software tools available to assess demand.  Then assess how visible the client is for each of these terms.  This will help the client understand more about their terminology and how for they have to go.  Check that their competitors really are their competitors in terms of these terms. |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Notes on competitors |  | | |

**Website**

Repeat for campaign microsites and blogs. Collect screen grabs (for later annotation) to illustrate each of the features explored. Use appropriate analytics tools to capture the data automatically. Repeat for well preforming competitors.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Feature** | **Website** | **Campaigns** | **Blog** | **Comments** |
| Assess the visibility of the website |  |  |  | How well is the current site positioned in the market? |
| Look to see if it has been structured around landing pages |  |  |  | Landing page design makes it easier to link from campaigns |
| Perform standard SEO checks: content layout, titles, tags, urls |  |  |  | Look for barriers to visibility and natural reputation (search) |
| Test out visitor journeys |  |  |  | Make sure that different types of visitors are supported |
| Look at how regularly it is being updated |  |  |  | Look for evidence of a content plan |
| Notes on competitors |  | | | |

# Facebook

|  |  |  |  |
| --- | --- | --- | --- |
| **Feature** | **Notes** | **Competitors** | **Comments** |
| Assess the presence of the company or brand on Facebook |  |  | Is there are official or unofficial presence? Has it been thought through? |
| Look for staff involvement with Facebook |  |  | Many companies will have a poor presence while their staff are active on Facebook |
| Look to see how well they use Fan Pages |  |  | Fan Pages provide powerful tools for developing a brand presence |
| Links to company or brand site |  |  | How is Facebook being used to drive traffic to the main web presence? |
| Record numbers of Likes |  |  | Make a note of the current numbers of fans |
| Last time their Facebook presence was updated |  |  | Make a note of the date when an update was made to the page (by the company) |
| Specific Facebook apps or automation |  |  | List any evidence of the use of apps by the company |
| Like us on Facebook on site |  |  | Links from site to Facebook are important |

**Twitter**

Use Twitter Analytics tools to measure how well they are doing compared with their competitors.

|  |  |  |  |
| --- | --- | --- | --- |
| **Feature** | **Notes** | **Competitors** | **Comments** |
| Biography and background |  |  | Does this help set out the goal of the company? |
| Styles of tweets: Publishing |  |  | Pushing data |
| Questions |  |  | Asking for information |
| Signposting |  |  | Helping their followers |
| Conversation |  |  | Engaging their followers |
| Links to company or brand site |  |  | How are they driving traffic back to their site? |
| Number of followers |  |  | Record as baseline |
| Influence |  |  | How influential are they likely to be |
| Reach |  |  | How many people can they reach through their followers? |
| Recently |  |  | How often are they tweeting? |
| Follow us buttons on site |  |  | Needed to drive fans |
| Re-tweet buttons next to content |  |  |  |

# Blogs and comments

|  |  |  |  |
| --- | --- | --- | --- |
| **Feature** | **Notes** | **Competitors** | **Comments** |
| How are they monitoring reactions to their organization or products on blogs or posted in comments? |  |  | Blogs are some of the most powerful drivers of both community and reputation.  Bloggers are likely to talk about a successful company or its products and the client will want to be involved with this process.  They may want to set up their own blog to be more in control. |
| Is the company participating in responding to comments? |  |  |
| Who are the powerful bloggers in their industry? |  |  |
| Does their own blog or presence on services like Get Satisfaction help them provide a place for customer discussion? |  |  |

**Actions**

This is simply a list of some of the actions that the client may need to consider.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action** | **Notes** | **Priority (1-5)** | **Deadline** | **Budget** |
| Define social media guidelines and plan for the company |  |  |  |  |
| Improve Facebook presence |  |  |  |  |
| Define fan acquisition strategy |  |  |  |  |
| Improve Twitter presence |  |  |  |  |
| Define follower acquisition strategy |  |  |  |  |
| Improve blogging sites and comment processes |  |  |  |  |
| Define YouTube strategy |  |  |  |  |
| Set up social monitoring software and processes |  |  |  |  |
| Define calendar of social activity |  |  |  |  |
| Define internal staff roles for social marketing |  |  |  |  |
| Define role with agencies to support activities |  |  |  |  |
| Link social activities to defined KPIs |  |  |  |  |
| Define how company will respond to criticism |  |  |  |  |