SOCIAL MEDIA AUDIT REPORT TEMPLATE

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PLATFORM	LINK	PROFILE NAME	TOTAL FOLLOWERS	DATE OF LAST ACTIVITY	FREQUENCY OF POSTS	MONTHLY REFERRAL TRAFFIC	% OF CHANGE (LAST YEAR)	% OF CHANGE (LAST MONTH)	CLICKS PER POST	CLICKS PER POST (LAST MONTH)	CLICKS PER POST CHANGE	REACH	% OF CHANGE (LAST WEEK)	NEW FOLLOWERS (TODAY)	NEW FOLLOWERS (LAST MONTH)	FOLLOWERS CHANGE
FACEBOOK																
INSTAGRAM																
X (TWITTER)																
LINKEDIN																
SNAPCHAT																
PINTEREST																
TIKTOK																
YOUTUBE																
OTHER																
OTHER																

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