**SOCIAL MEDIA AUDIT REPORT TEMPLATE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **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 |  |  | 0 | MM/DD/YY | Daily | 0 | 0% | 0% | 0 | 0 | 0 | 0 | 0% | 0 | 0 | 0 |
|  |  | INSTAGRAM |  |  | 0 | MM/DD/YY | Daily | 0 | 0% | 0% | 0 | 0 | 0 | 0 | 0% | 0 | 0 | 0 |
|  |  | X (TWITTER) |  |  | 0 | MM/DD/YY | Weekly | 0 | 0% | 0% | 0 | 0 | 0 | 0 | 0% |  |  | 0 |
|  |  | LINKEDIN |  |  | 0 | MM/DD/YY | Weekly | 0 | 0% | 0% | 0 | 0 | 0 | 0 | 0% |  |  | 0 |
|  |  | SNAPCHAT |  |  | 0 | MM/DD/YY | Monthly | 0 | 0% | 0% | 0 | 0 | 0 | 0 | 0% |  |  | 0 |
|  |  | PINTEREST |  |  | 0 | MM/DD/YY |   |  |   |   |  |  | 0 |  |  |  |  | 0 |
|  | A white and blue logo  Description automatically generated | TIKTOK |  |  | 0 | MM/DD/YY |   |  |   |   |  |  | 0 |  |  |  |  | 0 |
|  |  | YOUTUBE |  |  | 0 | MM/DD/YY |   |  |   |   |  |  | 0 |  |  |  |  | 0 |
|  |   | OTHER |  |  |   | MM/DD/YY |   |  |   |   |  |  | 0 |  |  |  |  | 0 |
|  |   | OTHER |  |  |   | MM/DD/YY |   |  |   |   |  |  | 0 |  |  |  |  | 0 |

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