

Social Media Audit

FACEBOOK, INSTAGRAM, LINKEDIN

We all understand how massive social media is in our world today, but many don't understand the full scope of what it does for a business. A stale social media channel loses audiences, while a company can make real money with an active social media presence. Therefore, your social media channels must be monitored and updated through regular audits.

A social media audit is crucial for optimising your audience's experience. By following our simple steps, you better your profiles, engage your audience, and ensure professional consistency across platforms. And best of all, you don't need to pay a ton of money to a big company—you can do an audit all by yourself at any time.

Facebook

1. Profile Check

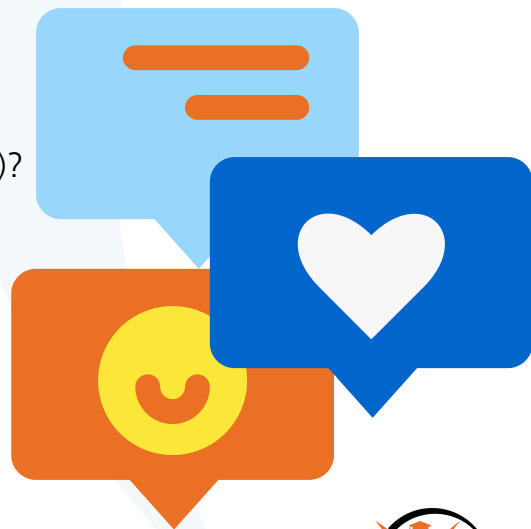
- Is your **profile picture** (or page logo) clear and professional?
- Is your name presented correctly?
 - Example: **School is Easy [Location]**
- Does your **About section** explain SIE and include contact information (email, phone, website)?
- Are the **links** on your page working and up-to-date?
- Have you set up a **call-to-action (CTA) button** (E.g., "Contact-us")?

2. Content Check

- Are you posting consistently (e.g., 1-3 times per week)?
- Do you use a mix of content (e.g., photos, videos, links, Stories)?
 - Content Ideas: picture of tutor, infographic, upcoming community events, or short videos
- Are your posts engaging (e.g., questions, polls, or community-focused content)?

3. Engagement Check

- Are your followers liking, commenting, or sharing your posts?
- How quickly are you responding to comments and messages?
- Which posts are getting the most likes, shares, or comments?



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Instagram

1. Profile Check

- Is your **profile picture** easy to recognise?
- Is your name presented correctly?
 - Handle - **@SIELocation**
 - Page name - **SIE Location**
- Does your **bio** explain SIE and include a link to the website?
- Is your **category** correct? - **Tutor/Teacher**
- Are you using **Story Highlights** to feature key content?

Story Highlights: A collection of Instagram Stories that are saved to your profile.

Examples: Tutor of the Month, successful events, answer questions, study tips, etc.

2. Content Check

- Are you posting consistently (e.g., 1-3 times per week)?
- Do you mix up content (photos, Reels, Stories)?
- Are captions clear, engaging, and do they include hashtags?

Reels: A Short form video sharing engaging clips. These clips are around 15-20 seconds but the app camera has a time limit of 90 seconds and an uploaded video can go as long as 3 minutes.

Examples: Tutors in action, kids studying, community event recap, etc.

Instagram Stories: A photo or video that disappears from your profile, feed, or messages after 24 hours.

Examples: Tutor of the month, successful events, Q/A, study tips, upcoming event announcements, offers/discounts, etc.

Hashtags: A word or phrase that is used to categorise content on social media.

Examples: #SchoolisEasy #SIE #Tutoring #TutoringNearMe #LocalTutors #BackToSchoolHelp #TutoringMadeSimple

3. Engagement Check

- Are your followers liking, commenting, and saving posts?
- How quickly do you reply to comments and DMs?
- Which posts or Reels perform the best?



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LinkedIn

1. Profile Check

- Is your **profile picture** (or page logo) clear and professional?
- Does your **banner/cover** image reflect SIE?
- Does your **About section** explain SIE Tutoring and include contact information (email, phone, website)?
- Are the **links** on your page working and up-to-date?

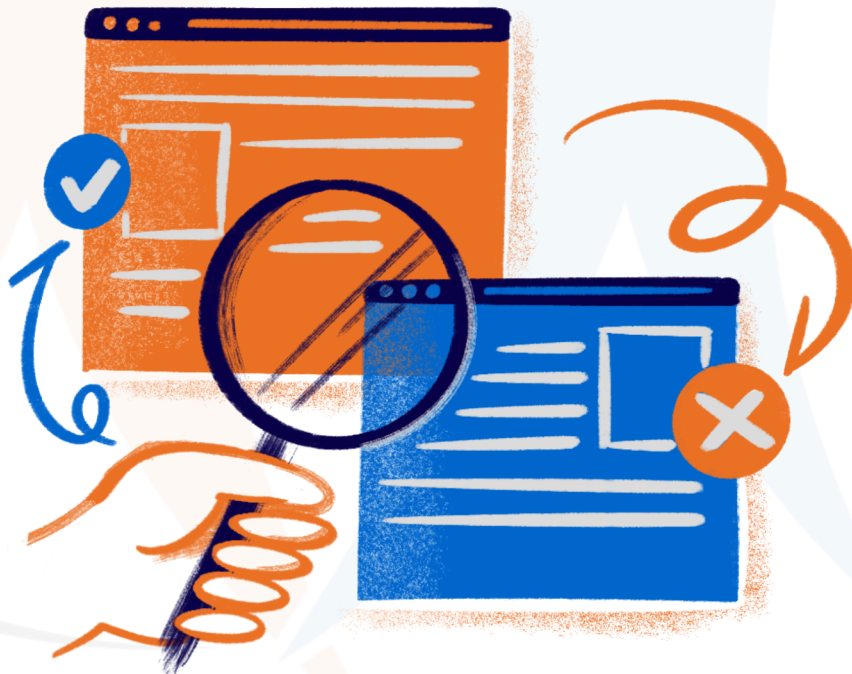
2. Content Check

- Are you posting consistently (e.g., 1-3 times per week)?
- Do you use a mix of content (e.g., photos, videos, links, Stories)?
- Are posts engaging (e.g., questions, polls, or community-focused content)?

3. Engagement Check

- Are your followers liking, commenting, or sharing posts?
- How quickly are you responding to comments and messages?
- What posts get the most likes, shares, or comments?

Post Ideas: Achievements, resources, tips, industry insights, inspiration, event recap, etc.



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