

## 30 DAY SOCIAL MEDIA AUDIT

**Day 1:** Create a spreadsheet with all of your current and past social media accounts. Make sure that you have all of your passwords in your spreadsheet or another safe place so that you don't ever forget them.

**Day 2:** Deactivate all old accounts.

**Day 3:** Make sure that no one else is using your brand name without your knowledge/permission. Use <http://knowem.com> to check your unused social media sites.

**Day 4:** Reserve your brand name on all social media networks, even ones you don't use or even plan to use.

**Days 5-10:** Make sure that your profile is complete and up-to-date.

**Day 11:** Make sure that all of your social media handles/names match. (For example, my Twitter, Instagram, Pinterest, Google+, and LinkedIn usernames are all "ChloeWest28")

**Day 12:** Look at social media profiles for 3 of your favorite influencers. Take notes on what they do that you love and what they do that you don't love or would do differently. Use inspiration that you get from them to put towards your new strategy.

**Day 13:** Determine the best social media for you to be on and focus your energy on.

**Day 14:** What are your social media goals? What do you want your social media use to achieve?

**Day 15:** Create a social media editorial calendar.

**Days 16-20:** Brand your social media.

**Day 21:** Define your target audience.

**Day 22:** Determine your social media voice.

**Days 23-28:** Evaluate the past three months of your posts. Are there any posting patterns? What was your strategy? Did you see positive results from your past posts? Create a list of things that need to be changed or upgraded in your content strategy.

**Day 29:** Unfollow accounts that are no longer relevant to your interests/niche.

**Day 30:** Schedule out your social media content for the next week. Add an hour into your schedule at the beginning of each week for creating and scheduling content. (It's a good idea to bookmark, save, or add to your editorial calendar any links/photos that you'll want to share in the future.)