



SOCIAL MEDIA SELF-EVALUATION CHECKLIST

1 Account Setup

- Do you have a simple, searchable username that represents your brand and is consistent on major accounts? (Searchable usernames are similar to your name.)
- Have you added your contact information and your website URL to each social media profile?
- Are all of your social media profiles 100% complete, with appropriate profile pictures (organization logo), covers photos, and “about us” descriptions?
- When available, have you added links to other social media accounts on the account pages (using Linktree, etc.)?
- Do you have an assigned person to manage your social media channels?
- Have you invited all your associates, collaborators, volunteers and active audiences to follow your social media channels?

2 Strategy

- Do you have identified business objectives for your social media marketing aligned with your organizational objectives, goals and missions?
- Do you have a social media strategy?
- Do you have measurable social media goals (increase links to your website, increase brand awareness, etc.), and a process to align them with your targeted audience?
- Have you ranked your social media goals?
- Have you established social media metrics to evaluate the success of activities? (Tracking the number of followers you have or interactions with individual posts, for example.)

3 Content

- Do you have a blog article on your website and (or) social media accounts introducing your organization’s goals, missions and services?
- Have you established what type of content you intend to share (blogs, images, videos, etc.)?
- Do you use an RSS feed to follow blogs and websites for content ideas?

- Do you regularly post references on your social media channels linking back to your blogs or your website?
- Have you created professional backgrounds and functions for each social media channel?
- Do you have an updated social media calendar?
- Are you using the appropriate hashtags for your content?

4 Activity

- Do you keep a consistent posting schedule on social media?
- Do you reply to direct messages, comments or mentions on social media?
- Do you use Twitter Lists?
- Are you a member of LinkedIn groups related to your programs?
- Do you regularly engage with others on your social media channels?
- Do you have a social media monitoring plan and appropriate tools to manage your brand awareness and reputation? (Example tools include Hootsuite for social media monitoring and Canva for brand continuity.)

5 Tracking

- Do you use online traffic analytical tools (like Google Analytics)?
- Do you analyze your total social media traffic by channels?
- Do you analyze your social media conversions by channels?
- Do you track your social media related conversions (clicks from social media to your website or other resource linked in your post)?
- Do you know your social media ROI (return on investment)?
- Do you compare your social media performances to other digital marketing mediums?
- Are you using social media analytics to see if trends in user activity are meeting the social media goals you set?