

# 10 STEPS TO AN EFFECTIVE SOCIAL MEDIA AUDIT

To get the most out of your school's social media platforms, you need to know what's working and what's not. A social media audit is essential to creating an effective social media strategy.



## Step 1: Gather your accounts

Record all relevant social media accounts in a spreadsheet, one account/tab. Document the metrics and information you want to measure that are relevant to each social platform for the time period you're measuring (quarterly, annually, etc).

## Step 2: Tweak your About sections, bios and handles

Is your bio complete and accurate? Are your handles (@myschool) similar across channels? Are your bio links and any profiles consistent and current? If your Instagram, Facebook and Twitter accounts don't have the verification check mark badge, **get it**.



## Step 3: Track your metrics

Use each platform's analytics tools to answer these questions:

- Number of engagements, likes, shares, comments by others?
- Hashtag usage: Are they trending, relevant and driving people to your content?
- Click-through rates: What % click through to your landing pages?
- Conversion rates: What are your rates for Open House, etc.?

## Step 4: Get on brand

Make sure your brand is consistent in style (colors, font, logos), images, voice, keywords, and hashtags across each channel. Ensure images meet the social networks' **size requirements**. If other departments post for you, make sure they keep all content within your brand guidelines.



## Step 5: Find the patterns

What posts get the most and least engagement? Do they differ across your social channels? To determine how effective your posts are, record, test and compare your results to identify changes in your contents' performance patterns, so you know what type of content works and what doesn't work.

## Step 6: Discover your audience's demographics

Your audience differs platform to platform. Use each platform's tools to analyze your followers' gender, ages, behaviours, interests, pages they follow, etc. to learn who they are and what information may be most relevant to them.



## Step 7: Determine and evaluate ROI

Follow the admissions funnel to figure out what your school actually spends on social media for each new enrolled student. **Calculate Return on Investment (ROI)** for any paid campaigns. ROI also includes your time spent creating content, posting and monitoring your social channels.

## Step 8: Make your plan

Using your data, determine which social channels best connect with your marketing and admissions goals to create your social media marketing plan. There's no "one-size-fits-all" for social media. Expand or pull back your presence, as needed. Create an editorial calendar to schedule content.



## Step 9: Centralize your passwords

Use your spreadsheet to gather all channel passwords in one place and record who has access. Periodically, search each channel for your school's name to find rogue accounts, noting any you don't own. Contact the account owner to resolve it.

## Step 10: Rinse and repeat

Track performance quarterly to optimize performance and opportunities. Review the data for trends and patterns and adjust your social media plan accordingly.



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