



























ORGANIC SOCIAL MEDIA AUDIT

SITE	LINK	PROFILE NAME
 FACEBOOK		
 INSTAGRAM		
 TWITTER		
 LINKED-IN		
 SNAPCHAT		
 PINTEREST		
 TUMBLR		
 YOUTUBE		
OTHER		
OTHER		

Engagement is most important measure

	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	FOLLOWERS (TODAY)	FOLLOWERS (LAST MONTH)	FOLLOWERS CHANGE
			0			0
			0			0
			0			0
			0			0
			0			0
			0			0
			0			0
			0			0
			0			0
			0			0