



Social Media New Year Audit

Step 1: Create a spreadsheet of all your business' social media accounts (below).

Step 2: Google your business' name. Record any additional social media accounts that appear. Do you have ownership of these?

Step 3: Check the branding on each social media platform (i.e. profile pics, cover photos). Are they consistent with your brand?

Step 4: Who has access to your social media platforms? Who has the login information/passwords?

Social Media Network	Mission Statement	URL	Owner	Branding Check(Y/N)	Access Details
Facebook	Post timely social media info up to 1-2 times per day.	/JenniferBakerCo	Jennifer Baker	Y	J. Baker Only

Step 5: Use the above as a starting point to the development of a social media strategy for 2015.