

Social Media Presence Audit

A complete checklist to assess where you are and what to fix first.

Work through each section honestly. This is not about perfection — it's about knowing exactly where you stand so you can make smart decisions about where to focus. Check every box that currently applies to your business, then use the scoring guide at the end to interpret your results.

01 PROFILE FOUNDATIONS

- Your profile photo is a clear, professional headshot or recognizable brand image
- Your bio immediately communicates what you do and who you serve
- Your bio includes a clear call to action (call, visit, book, etc.)
- Your contact information is complete and accurate
- Your website or booking link is active and up to date
- Your business category or account type is correctly set
- You have a consistent username or handle across platforms

02 VISUAL BRANDING

- Your profile and cover photos are sized correctly for each platform
- Your brand colors appear consistently across posts
- Your fonts and graphic style are recognizable across your content
- Your graphics look professional and not cluttered
- You use templates or a consistent layout rather than starting from scratch each time
- Your visual brand matches how your business looks in person or on your website

03 CONTENT STRATEGY

- You post at least 3 times per week on your primary platform
- Your content speaks directly to your ideal customer's problems or goals
- You vary your content types (educational, promotional, personal, behind the scenes)
- You use captions that give people a reason to stop scrolling
- Every post has a clear next step for the reader
Even a soft one: save this, comment below, DM me
- You repurpose content across platforms rather than starting fresh each time
- Your content reflects your actual voice and personality

04 ENGAGEMENT AND COMMUNITY

- You respond to every comment on your posts within 24 hours
- You respond to every DM or message inquiry promptly
- You regularly engage with other local business accounts
- You ask questions or use prompts that invite your audience to respond
- You tag or mention other local businesses, partners, or clients when relevant
- You acknowledge new followers or commenters personally

05 DISCOVERABILITY

- You use relevant hashtags on every post
Research what your audience actually searches
- You geotag your posts when location is relevant to your business
- Your profile is set to public on all business platforms
- You post at times when your audience is most active

- Your captions include natural keywords your ideal client would search for
- You have a Google Business Profile that is active and up to date

06 LEAD GENERATION

- Your social media actively drives traffic somewhere: your website, a form, a DM
- You have a lead magnet, freebie, or offer that gives people a reason to reach out
- You mention your services or offers at least once per week in your content
- You have a way to capture email addresses from your social audience
- You track which platforms or content types actually generate inquiries
- You follow up with people who engage but have not reached out yet

07 ANALYTICS AND AWARENESS

- You review your platform insights at least once a month
- You know which posts in the last 90 days got the most reach or engagement
- You know your average engagement rate and whether it is growing
- You have identified which platform drives the most real business results for you
- You adjust your content based on what the data tells you
- You have clear goals for your social media beyond just getting more followers

SCORE YOUR RESULTS

0 - 12	13 - 25	26 - 38	39 - 46
Starting Point	Building Momentum	Solid Foundation	Ready to Scale

<p>Your presence needs a full reset. Start with profile and content basics.</p>	<p>You have pieces in place but gaps are costing you visibility and leads.</p>	<p>Good fundamentals. Time to sharpen strategy and consistency.</p>	<p>Strong presence. A coach helps you optimize and grow intentionally.</p>
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Ready to stop guessing and start growing?

Book a free discovery call and we will talk through exactly what your presence needs and whether working together makes sense for where you are right now.

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