

# Thinking inside the Box



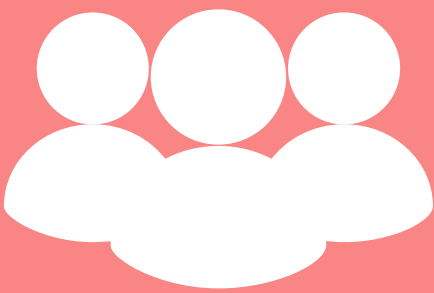
A guide to auditing your social media  
**DIY or with our help**

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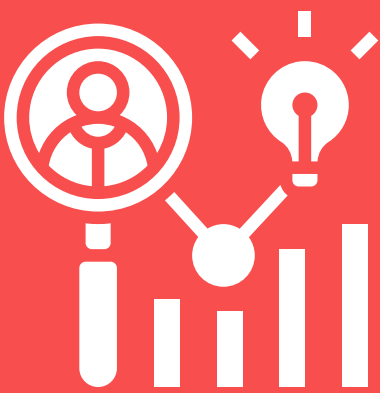
## REVIEW YOUR CURRENT CHANNELS

Ensure your profile picture, banner, about us, and messaging are consistent across all social platforms. Be sure that your contact information is up to date and that your website and social media accounts have reciprocal links.



## DEFINE YOUR AUDIENCE

To maximize engagement, take the time to really get to know your target audience. Use the free insights provided by your social channels to learn more about their social media habits. When posting, take into consideration what time they are browsing and what type of content they like most.



## MONITOR REPORTING

Feedback is one of the greatest tools you can use to grow your social media presence. Use the free reporting tools provided by your social channels to constantly check the pulse of your audience. Curate your content and communication strategy to trends that you identify.



## CONTENT STRATEGY

How you say it, where you say it, and when you say it all come together to make the perfect post. Draft your content at least 2 weeks ahead to stay consistent and relevant. Use a tool like Buffer or Hootsuite to pre-schedule posts to go out at the optimal time. Review your most recent posts to fine tune your future content based on what works best.



## COMPETITIVE ANALYSIS

Make a list of your competitors. Write down what social channels they are on, how often they post, what accounts/hashtags do they use, and how many followers they have. Compare these to your own metrics to see how you can adjust to better serve your target market.