

# 10-MINUTE SOCIAL MEDIA AUDIT

Social Network: \_\_\_\_\_

Channel Link: \_\_\_\_\_

Audit, as a minimum, the last 10 status updates you or your brand(s) have made on your primary social media channels. Map each update back to one of the 4 stages of the Social Success Cycle.

Date	Update Description	Update Type

Avg. Update Frequency \_\_\_\_\_

% Listening \_\_\_\_\_

% Influencing \_\_\_\_\_

% Networking \_\_\_\_\_

% Selling \_\_\_\_\_