

Brand:

Audited by:

Date:

1. ACCOUNT INVENTORY

PLATFORM	HANDLE	FOLLOWERS	ACTIVE?	ACCESS HELD VIA (ROLE / INVITE / UNKNOWN)
Instagram				
Facebook				
TikTok				
LinkedIn				
Google Business				
Other				

2. PROFILE CONSISTENCY CHECK

- ☐ Handles match (or are as close as availability allows) across platforms
- ☐ Profile image is current and identical everywhere
- ☐ Bios say the same thing, adapted per platform
- ☐ Links point somewhere current (bio link, site, booking)
- ☐ Pinned / highlighted content is recent and representative
- ☐ No abandoned accounts with outdated branding left public

NOTES

What stood out on first look, as a stranger would see it...

PLATFORM A

Platform:

Follower growth (90d)

Average reach per post

Engagement rate

Posting frequency

Replies handled within

PLATFORM B

Platform:

Follower growth (90d)

Average reach per post

Engagement rate

Posting frequency

Replies handled within

TOP 3 POSTS & WHAT THEY SHARE

Format, topic, timing, caption style...

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Format, topic, timing, caption style...

BEST TIMES TO POST (FROM ANALYTICS)

Days and hours the audience is actually engaged...

3. COMPETITOR COMPARISON

THIS BRAND	COMPETITOR 1	COMPETITOR 2
Followers		
Engagement rate		
Posting frequency		
What they do well		

4. VERDICT PER PLATFORM

PLATFORM	GROW / MAINTAIN / RETIRE	WHY

5. NEXT 90 DAYS

Posting frequency per platform, formats to double down on, queue times to set, fixes to ship...