



SOCIAL MEDIA AUDIT

Generic steps to perform on every social media outlet



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Dive deeper into Brand Engagement with CatalystCreativ's Seventh Level Framework certification and the Education Partner Program's Brand Engagement Project

PUSHING BRANDS TO ATTRACT, ENGAGE, & DELIGHT

This social audit is broken down into categories based on Hubspot's Flywheel, and the Seventh Level Framework:

Attract

1. Disengagement
2. Unsystematic Engagement
3. Frustrated Engagement

Engage

4. Structure Dependant Engagement
5. Self Regulated Interest

Delight

6. Critical Engagement
7. Literate Thinking





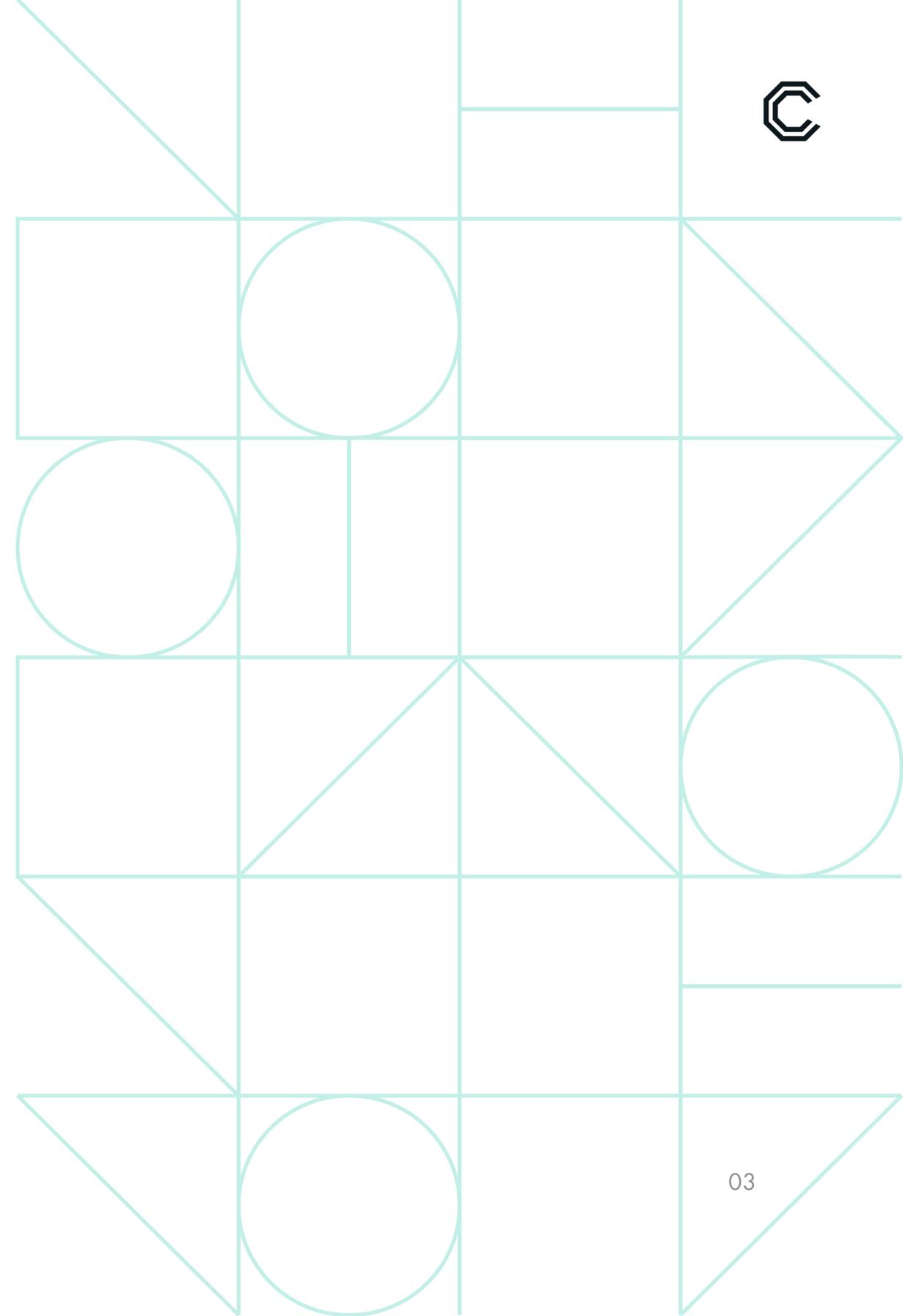
FIRST, START WITH THE BRAND'S SEVENTH LEVEL STATEMENT

Before beginning, to understand this brand's core values—and with it, its target audience and goal messaging—start by writing out its Seventh Level Statement.

Think of it as a mix between its mission statement and its guiding principles. What does the brand do, and why does it do that?

For help writing the Seventh Level Statement, you can use [this generator](#).

Insert Seventh Level Statement here:





Attract: Overcoming Disengagement (Level 1)

Is the brand connecting with the right audience?

Perform a quick social profile background check to find out.



ATTRACT: OVERCOMING DISENGAGEMENT (LEVEL 1)

1. What is the handle of this account?
↳ Is the handle easy to remember? Does it align with their website?
2. How many followers does this account have?
3. How often does this account post per week? per month? per year?
4. How many likes or comments does each post average?
5. Is the target audience easy to identify?
6. How would you describe this target audience?
7. What recommendations would you give to this brand to better help it overcome disengagement (where audience members aren't interested, because they are not the intended audience)?

(Give your responses in the corresponding space below.)

1.
2.
3.
4.
5.
6.
7.



Attract: Overcoming Unsystematic Engagement (Level 2)

Is the brand's messaging clear and easy to understand?

Continue your quick social profile background check to find out.



ATTRACT: OVERCOMING UNSYSTEMATIC ENGAGEMENT (LEVEL 2)

1. Does the account include a bio? If so, what does it say? Does it successfully describe the business?
2. Do the brand's posts look and sound consistent?
3. Does the brand's messaging seem correct for its intended audience?
4. If the brand is running any digital ads, are they stylistically in line with its organic posts?
5. What are the common hashtags used?
6. What recommendations would you give this brand for better overcoming unsystematic engagement (where you've found the proper audience, but they're confused by your messaging)?

(Give your responses in the corresponding space below.)

1.
2.
3.
4.
5.
6.



Attract: Overcoming Frustrated Engagement (Level 3)

Is the brand providing a distraction-free customer journey to its audience?

Continue your quick social profile background check to find out.



ATTRACT: OVERCOMING FRUSTRATED ENGAGEMENT (LEVEL 3)

1. Is this brand running any sort of paid social ads?

↳ How many ad variations are shown? Are any ads live at this particular moment? Are past examples of social ads available for review?

2. Are the ads/posts backlinking to the brand's website?

↳ While attempting to complete the desired action on the site, are there any distractions like obtrusive pop-up ads that interfere with your ability or desire to continue along the customer journey?

3. What recommendations would you give this brand for better overcoming frustrated engagement (where your audience understands your messaging, but gets distracted)?

(Give your responses in the corresponding space below.)

1.

2.

3.



Engage: Overcoming Structure Dependant Engagement (Level 4)

Is the brand using social media to deepen its connection with its audience?

Dive deeper into individual posts from the brand to find out.



ENGAGE: OVERCOMING STRUCTURE DEPENDANT ENGAGEMENT (LEVEL 4)

1. Do any of this brand's organic or paid posts feature clear calls-to-action?
2. Do the brand's posts explicitly or implicitly encourage its audience to interact with them?

This can be evaluated in two distinct ways:

↳ It is calculated as total engagement (likes + comments + shares) divided by total followers, multiplied by 100. (The average IG engagement rate is 4.7%.)

3. What is the average interactions per post over the past week?
↳ Determine which post has performed the best.
4. How does this post differ from other posts?
5. What type of post was it?
6. Why do you think it performed so well?
7. What recommendations would you give this brand for better overcoming structure dependant engagement (where your audience is only interacting with you because you've provided a simple request for them to participate)?

(Give your responses in the corresponding space below.)

1.

2.

3.

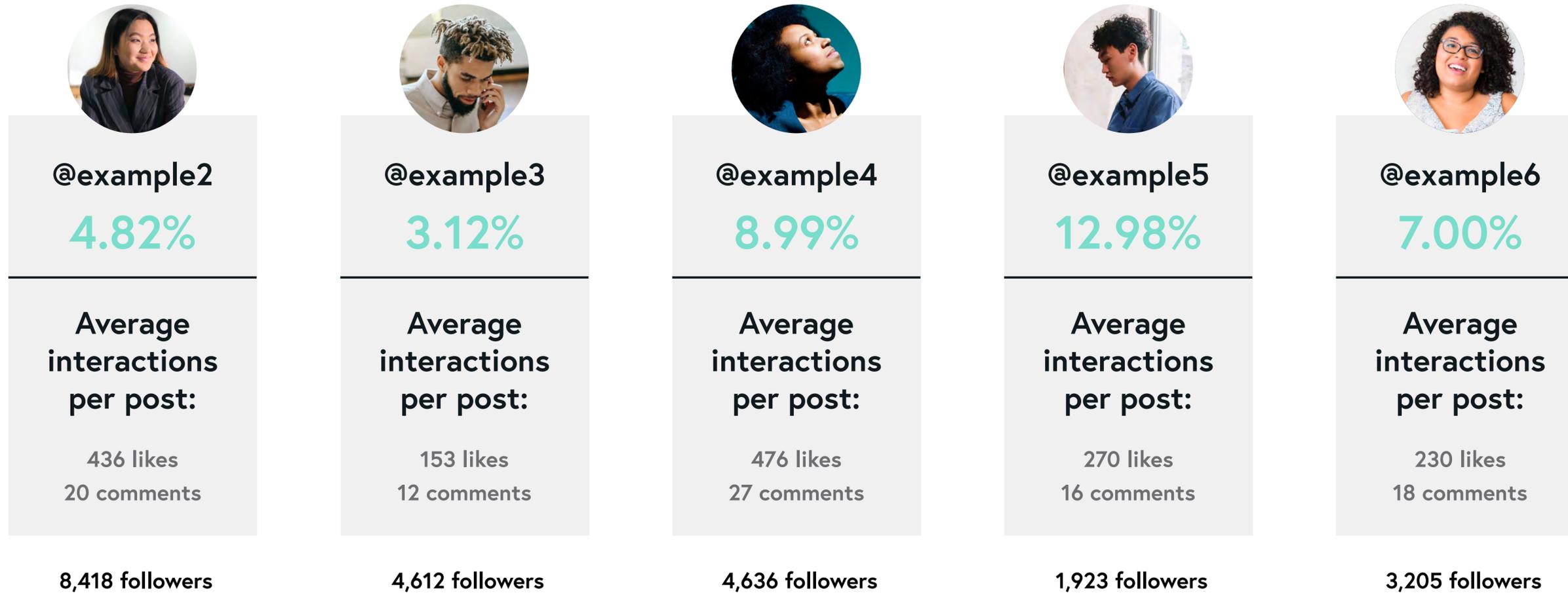
4.

5.

6.

7.

ENGAGEMENT RATE EXAMPLE





Engage: Overcoming Self Regulated Interest (Level 5)

Are the brand's choices in brand partnerships, influencer alignment, and sweepstakes both enticing for its audiences and authentic to its values?

Again, dive deeper into individual posts from the brand to find out.



ENGAGE: OVERCOMING SELF REGULATED INTEREST (LEVEL 5)

1. Looking through past posts, has this brand employed influencer, partnership, and/or sweepstakes campaigns in the past to foster more elevated interactions with its audience?
↳ Include links to examples of posts that do this.
2. Do these efforts feel authentic to this brand? (Think about the brand's Seventh Level Statement to get a sense of what "authentic" ought to feel like for this brand.)
3. Is the "incentive" (sweepstakes prize, story told by influencer, cultural cachet from the partnership) great enough to invite the audience to take the desired action?
4. What recommendations would you give for this brand to help it advance its audience past self regulated interest (where your audience takes action because there's something in it for them)?

(Give your responses in the corresponding space below.)

1.

2.

3.

4.



Delight: Reaching Critical Engagement (Level 6)

Is the brand inspiring its audience by creating and sharing content that's of value to them?

Explore not only the brand's posts for evidence of this, but its audience's reactions to posts that educate, inspire, or offer something else useful.



DELIGHT: REACHING CRITICAL ENGAGEMENT (LEVEL 6)

1. Looking through past posts, has this brand attempted to engage with its audience beyond the basics (promoting itself or its service or product; sharing an industry-relevant meme; asking for a like/share/tag; or any tactic outlined in Level 5)?

↳ Include links to examples of posts that aim to educate, inform, or inspire the audience at a values level.
2. How do members of the brand's audience seem to react to posts like this?

↳ Copy and paste up to five comments in response to these posts that indicate collective audience response.
3. What recommendations would you give for this brand to help it advance its audience past critical engagement (where your audience is inspired by your brand because of something they've learned or gained from following it)?

(Give your responses in the corresponding space below.)

1.

2.

3.



Delight: Reaching Literate Thinking (The Seventh Level)

Is the brand inspiring its audience by centering that audience in the brand's own narrative?

Explore the brand's posts for evidence of this, and search for organic, unprompted, positive mentions of the brand in posts by fans.



DELIGHT: REACHING LITERATE THINKING (THE SEVENTH LEVEL)

(Give your responses in the corresponding space below.)

1. Looking through past posts, has this brand attempted to center its audience members as an integral part of its own narrative?
↳ Include links to examples of posts that do this.
2. How do members of the brand's audience seem to react to posts like this?
↳ Copy and paste up to five comments in response to these posts that indicate collective audience response.
3. What recommendations would you give for this brand to help it advance its audience to the Seventh Level (where your audience inspired to participate in a lasting, loyal relationship with your brand)?

1.

2.

3.

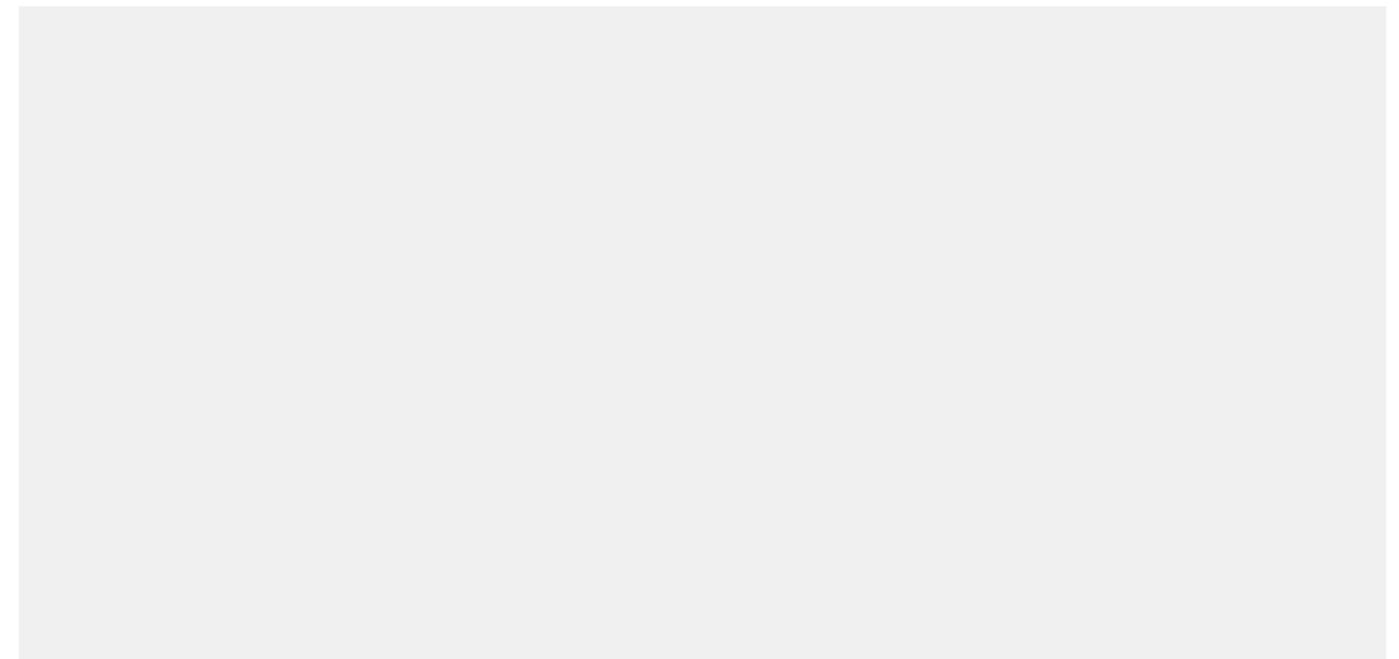
EXTRA CREDIT: CONDUCT A BASIC COMPETITOR ANALYSIS

Select one competitor of this brand,
and perform a high-level inspection of
their social channels.

Level 1: Identify the competitor's target audience.

Does it differ from your brand's? If so, how?

(Give your response(s) in the space below.)



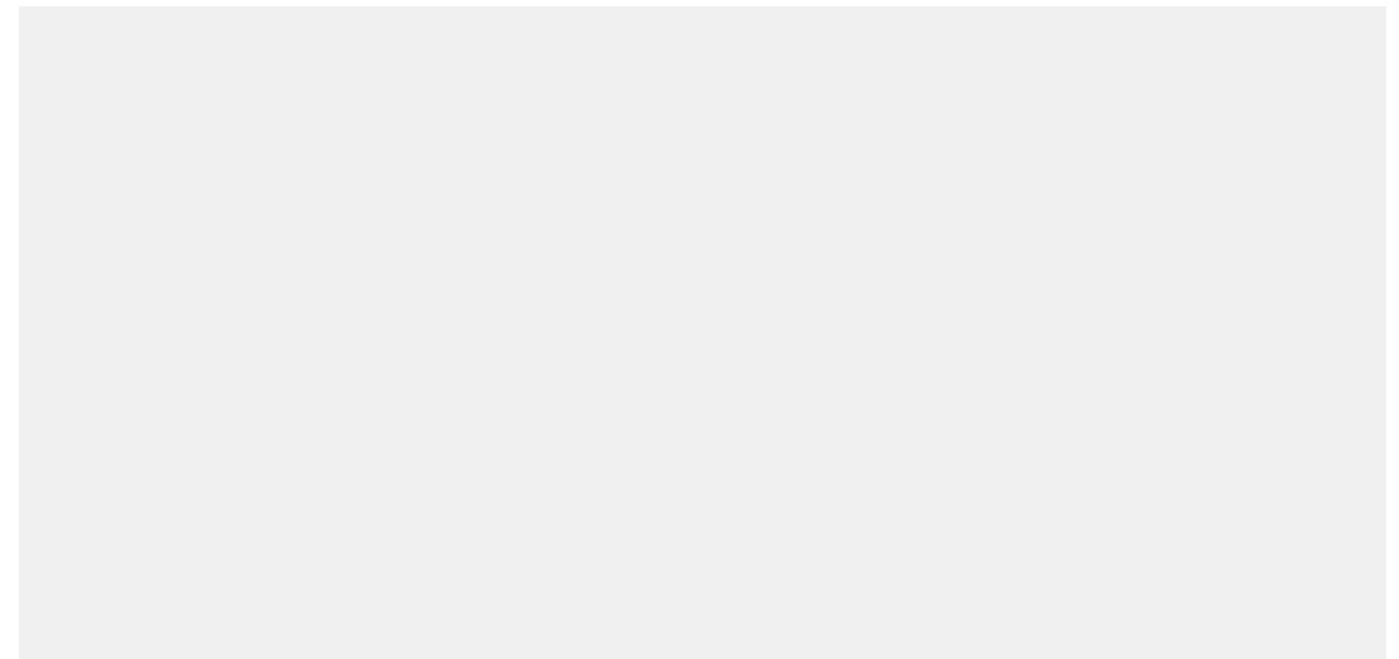
EXTRA CREDIT: CONDUCT A BASIC COMPETITOR ANALYSIS

Select one competitor of this brand,
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their social channels.

Level 2: Is the competitor's messaging clear?

In three words, describe this brand's voice.

(Give your response(s) in the space below.)



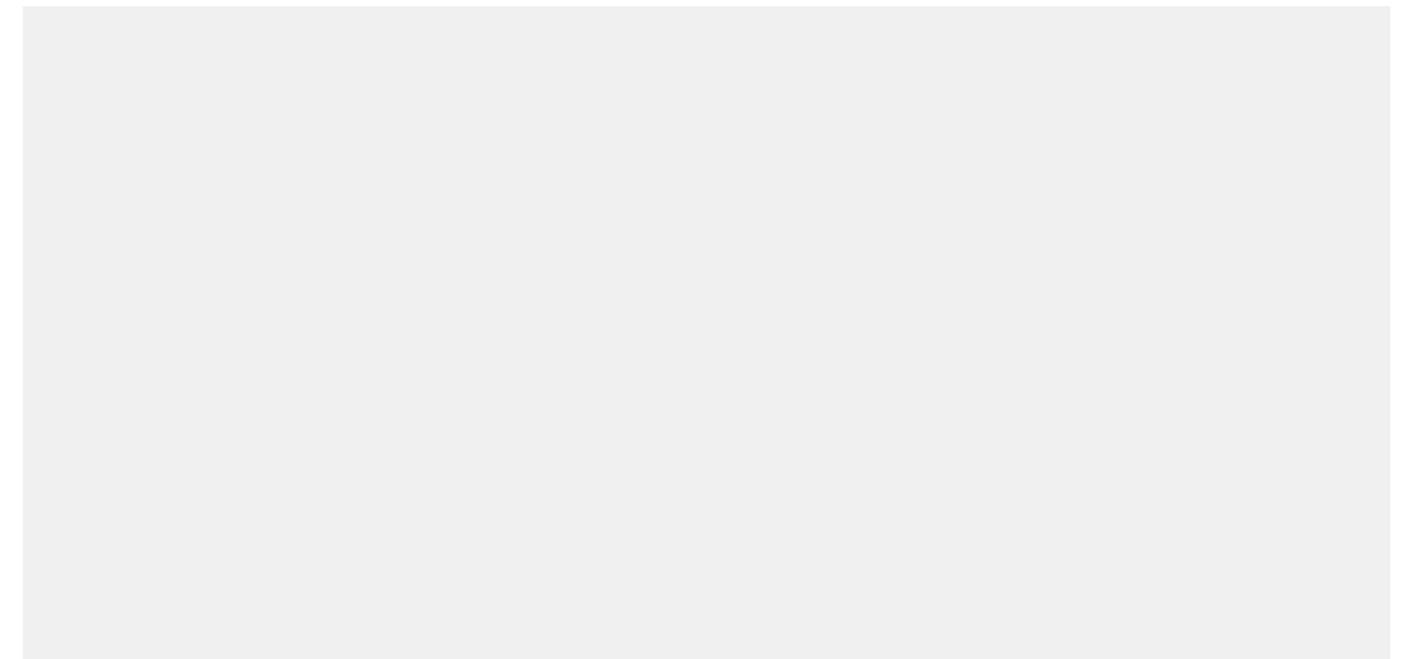
EXTRA CREDIT: CONDUCT A BASIC COMPETITOR ANALYSIS

Select one competitor of this brand,
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their social channels.

**Level 3: Are there obvious distractions in the
competitor's customer journey?**

Navigate the steps between clicking on a post and beginning a transaction on the competitor's site and note any moments where you were distracted from converting.

(Give your response(s) in the space below.)



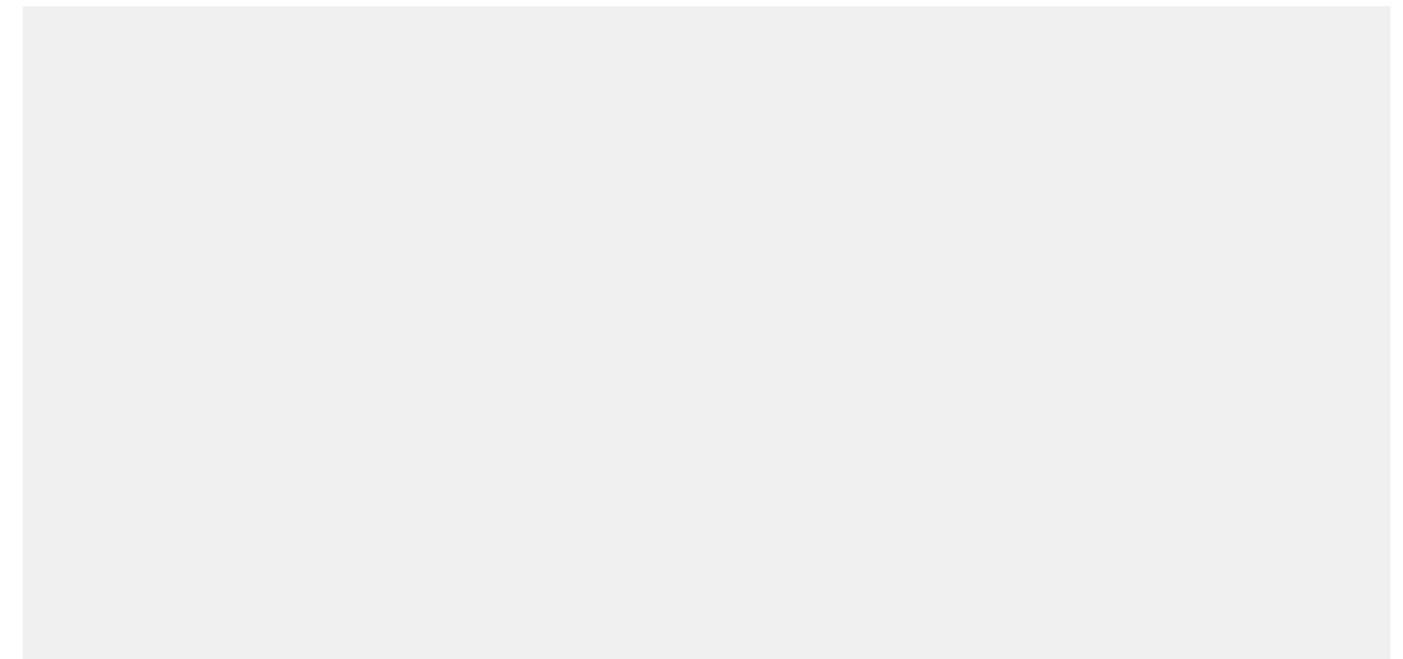
EXTRA CREDIT: CONDUCT A BASIC COMPETITOR ANALYSIS

Select one competitor of this brand,
and perform a high-level inspection of
their social channels.

Level 4: Are there clear calls-to-action in the competitor's posts?

Include links to up to three posts that drive audience members to take a desired action that could deepen their relationship to the competitor brand.

(Give your response(s) in the space below.)



EXTRA CREDIT: CONDUCT A BASIC COMPETITOR ANALYSIS

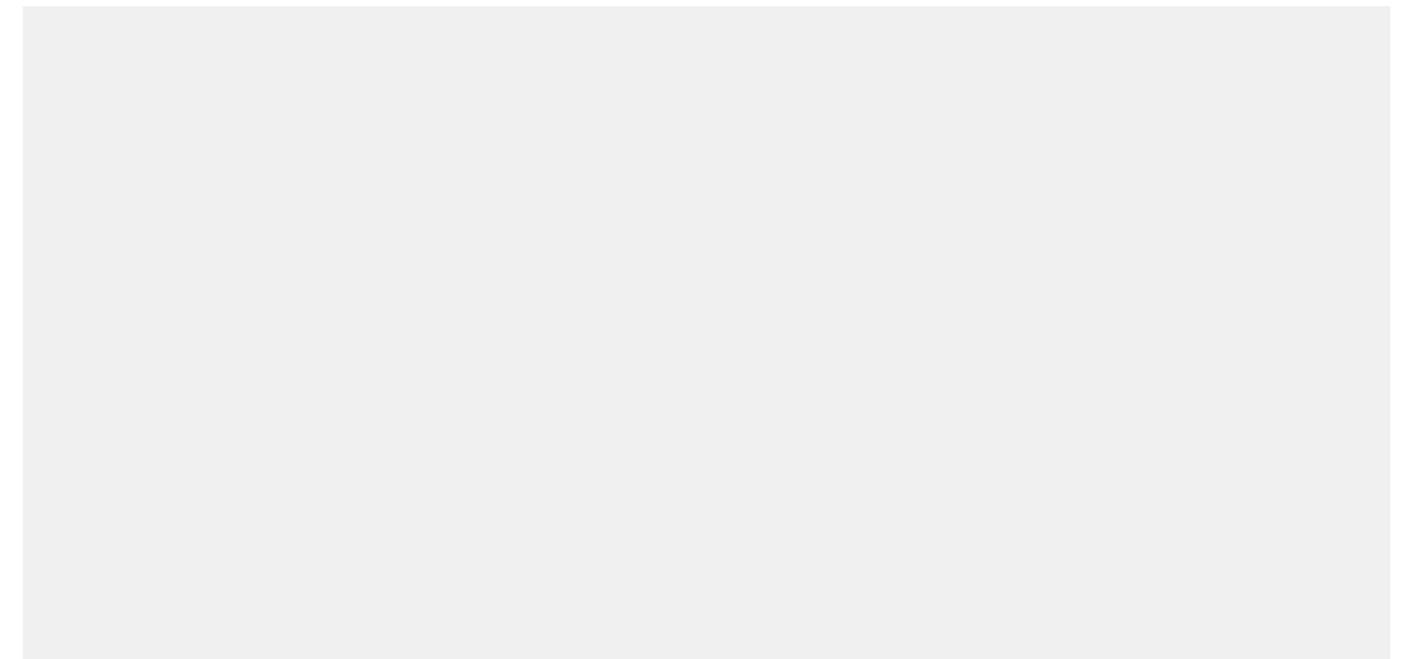
Select one competitor of this brand,
and perform a high-level inspection of
their social channels.

Level 5: Does the competitor make use of influencer marketing, brand partnerships, or sweepstakes?

Include links to up to three posts that leverage any these strategies.

Does the competitor's strategies surrounding Level 5 differ from your brand's? If so, how?

(Give your response(s) in the space below.)



EXTRA CREDIT: CONDUCT A BASIC COMPETITOR ANALYSIS

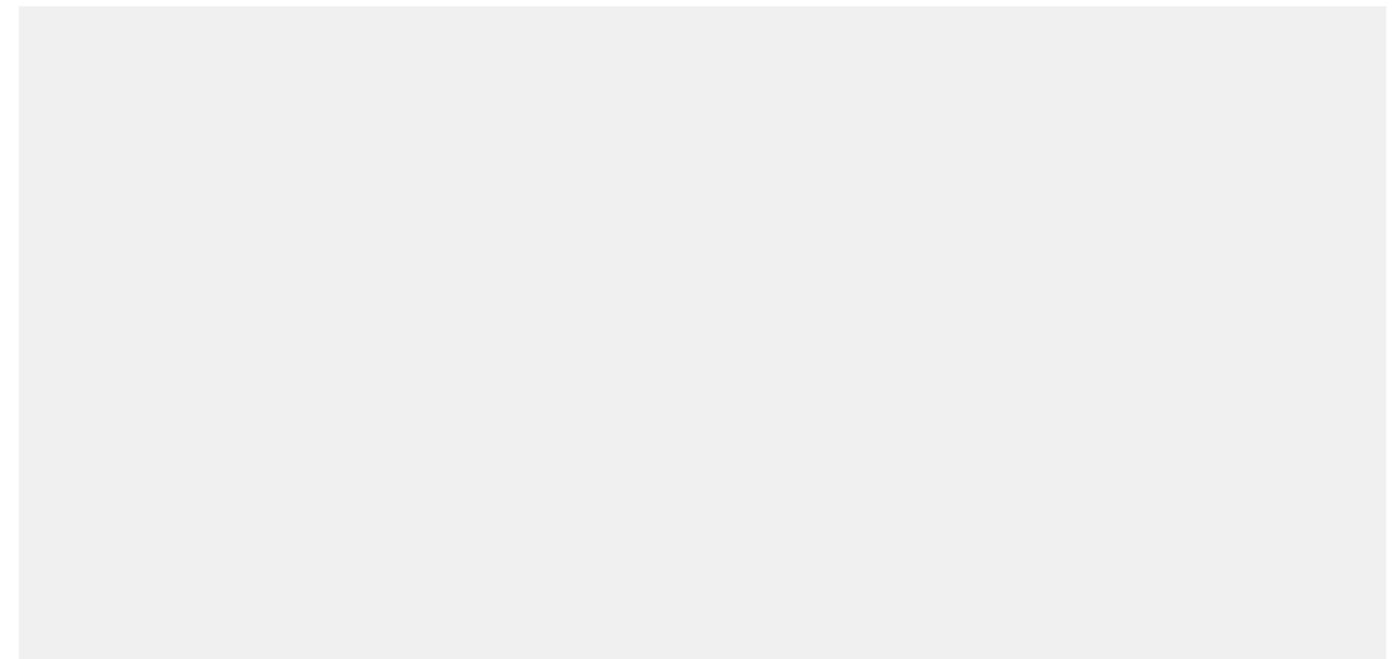
Select one competitor of this brand,
and perform a high-level inspection of
their social channels.

Level 6: Does the competitor brand seek to educate or inspire with its posts?

Link to up to three posts that attempt to do more for the audience than promote a product or service.

Does the competitor's approach to Level 6 differ from your brand's? If so, how?

(Give your response(s) in the space below.)



EXTRA CREDIT: CONDUCT A BASIC COMPETITOR ANALYSIS

Select one competitor of this brand,
and perform a high-level inspection of
their social channels.

The Seventh Level: Does the competitor brand make its customers central to its messaging?

Link to up to three posts that attempt to make the audience part of the competitor brand's story.

Does the competitor's approach to the Seventh Level differ from your brand's? If so, how?

(Give your response(s) in the space below.)

