

FREE ACKPOST TEMPLATE

Social Media Audit Checklist

A 50-point audit with a 0-100 scoring model covering profiles, content, workflows, connection health, and reporting.

TYPE

Checklist

CATEGORY

Audit

BEST FOR

**Agencies, consultants,
and operators**

What this includes

Profile audit

Content score

Workflow review

Risk score

Scoring model

Score each item 0, 1, or 2. Zero means missing or broken. One means partially complete. Two means healthy. Add the score and convert to a percentage.

Audit areas

Account inventory, profile optimization, content performance, audience fit, approval workflow, connection health, proof coverage, reporting, and competitive position.

Interpretation

85-100 is healthy. 70-84 needs targeted fixes. 50-69 needs an operating reset. Below 50 means the account is exposed to avoidable publishing risk.

How to use this resource

Make a copy of the structure, adapt the fields to your team, and review it during your weekly publishing meeting. If a field does not help a real decision, remove it. If a repeated mistake keeps happening, add a field that makes the risk visible.