

SOCIAL MEDIA AUDIT



PROFILE OPTIMIZATION

- ☐ Profile and cover images are clear, high-quality, and consistent across platforms.
 - ☐ **Profile image:** Create a 1080x1080px graphic that includes a clear, recognizable logo or image that represents your community's identity.
 - ☐ **Cover image:** Select a vibrant, high-quality image that reflects the community's spirit, such as a group gathering, or a notable landmark.
- ☐ About/Info sections are complete, accurate, and are consistent with website.
 - ☐ **About section:** Include a brief, welcoming community description.
 - ☐ **Contact information:** Provide a phone number, email, and website URL for easy inquiries.
- ☐ Links to website and key community resources are included in bios.



CONTENT & ENGAGEMENT

- ☐ Consistent posting schedule (2-3/week) featuring local events, job opportunities, attractions, etc.
 - ☐ **Newsfeed images:** Maintain consistent quality, branding colors, and style to create a cohesive look.
- ☐ Respond to comments and messages.
- ☐ Tag local organizations/businesses.