



FACEBOOK AUDIT CHECKLIST

KEEP TRACK OF YOUR GROWTH, CONTENT, ENGAGEMENT, AND MORE.

FACEBOOK PAGE NAME	DATE OF AUDIT	
	AUDITED BY	

SECTION 1: GOALS AND KPI'S

1. DO YOUR CURRENT STATE GOALS ALIGN WITH YOUR GOALS FOR FACEBOOK?

YES

NO

2. WHAT KPI'S (KEY PERFORMANCE INDICATORS) DO YOU USE TO DEFINE SUCCESS?

3. ARE YOUR KPI'S SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, AND TIME-BOUND?

YES

NO

4. CAN YOU EXPLAIN YOUR STATE'S APPROACH TO FACEBOOK IN ONE SENTENCE?

SECTION 2: BRANDING AND VOICE

1. DO YOU HAVE A BRAND STYLE GUIDE WITH A CLEAR OVERVIEW OF YOUR VOICE AND VISUAL STYLE? YES NO
2. ARE YOUR LOGO, COLOR PALETTE, ICONS, FONTS, OR OTHER BRAND ELEMENTS USED CONSISTENTLY ON YOUR FACEBOOK PAGE? YES NO
3. IS YOUR FACEBOOK PAGE NAME THE SAME SPELLING ACROSS YOUR OTHER SOCIAL MEDIA CHANNELS? YES NO
4. IF YOUR FACEBOOK PAGE ISN'T YOUR BUSINESS NAME, IS IT EASILY DISCOVERABLE AND RELEVANT TO YOUR BRAND? YES NO
5. IS YOUR ABOUT TAB BIO ACCURATE AND CONSISTENT ACROSS YOUR OTHER DIGITAL PROPERTIES? YES NO
6. DOES YOUR FACEBOOK ABOUT TAB BIO SUCCINCTLY EXPLAIN WHAT YOUR BRAND IS/DOES? YES NO
7. THINK ABOUT THE WORDS THAT DESCRIBE YOUR BRAND'S VOICE. ARE THESE DESCRIPTORS OBVIOUS WHEN YOU LOOK AT YOUR PROFILE, BIO, AND CONTENT? YES NO
8. IS YOUR DESTINATION URL (YOUR LINK IN THE ABOUT TAB BIO) EFFECTIVE AND UP-TO-DATE? YES NO

SECTION 3: CONTENT AND AESTHETIC

1. LOOKING AT YOUR FACEBOOK POSTS, DOES YOUR CONTENT HAVE A CONSISTENT COLOR PALETTE OR AESTHETIC? YES NO
2. DOES YOUR CONTENT HAVE AN OVERARCHING THEME THAT MATCHES YOUR BRAND AND VOICE? YES NO
3. IS THAT THEME IMMEDIATELY IDENTIFIABLE AS BELONGING TO YOUR BRAND? YES NO
4. IS IT IMMEDIATELY OBVIOUS WHAT YOUR ACCOUNT DOES BASED ON YOUR LAST 9 POSTS? YES NO
5. DOES YOUR CONTENT HAVE A VARIED MIX, INCLUDING PROMOTIONAL AND NON-PROMOTIONAL CONTENT, USER-GENERATED CONTENT (UGC), AND MORE? YES NO

- 6. ARE YOU USING ALL OF FACEBOOK'S POST FORMATS, INCLUDING VIDEO POSTS, IMAGE POSTS, PHOTO ALBUM POSTS, STORIES, EVENTS, AND JOBS? YES NO
- 7. ARE YOUR PHOTOS AND VIDEOS HIGH ENOUGH QUALITY (I.G., NO PIXELATED/LOW-RES IMAGERY)? YES NO
- 8. DO YOU HAVE A CLEAR AND WELL-DEFINED STRATEGY FOR YOUR FACEBOOK STORIES CONTENT, INCLUDING GOALS AND KPI'S? YES NO
- 9. HAVE YOU SHARED LIVED BROADCASTS ON FACEBOOK VIA FACEBOOK LIVE? YES NO
- 10. ARE YOU BORROWING POST CAPTIONS, IMAGES, AND VIDEO FROM THE ARNGSOCIALMEDIA.COM WEBSITE? YES NO

SECTION 4: ANALYTICS

- 1. ARE YOU KEEPING TRACK OF YOUR FACEBOOK ANALYTICS, INCLUDING YOUR POST AND STORY ANALYTICS, AND AUDIENCE ANALYTICS? YES NO
- 2. WHAT ARE THE MAIN METRICS THAT YOU'RE TRACKING?

- 3. ARE YOU CREATING WEEKLY OR MONTHLY REPORTS TO KEEP TRACK OF YOUR ACCOUNT'S GROWTH? YES NO
- 4. DO YOU KNOW WHEN YOUR BEST TIMES TO POST ON FACEBOOK ARE? YES NO
- 5. ARE ANY INDIVIDUAL POSTS UNDERPERFORMING? CAN YOU IDENTIFY WHY? YES NO
- 6. ARE ANY INDIVIDUAL STORIES UNDERPERFORMING? CAN YOU IDENTIFY WHY? YES NO

SECTION 5: COMMUNITY AND PAGE FANS

1. ARE YOU RESPONDING TO COMMENTS AND DM'S IN A REASONABLE AMOUNT OF TIME? YES NO
2. IS YOUR CONTENT RELEVANT TO YOUR AUDIENCE? YES NO
3. ARE YOU KEEPING TRACK OF YOUR MOST ENGAGED PAGE FANS? YES NO
4. ARE YOU REPOSTING CONTENT FROM YOUR COMMUNITY TO YOUR STORIES OR PAGE? YES NO
5. ARE YOU REGULARLY LIKING AND COMMENTING ON POSTS FROM ACCOUNTS THAT YOU FOLLOW? YES NO
6. HOW ARE YOU CONNECTING WITH YOUR MOST ENGAGED PAGE FANS? IS THERE ANY WAY YOU CAN ELEVATE YOUR ENGAGEMENT WITH THEM AND MAKE THEM FEEL CLOSER TO YOUR STATE GUARD BRAND?

SECTION 6: GROWTH STRATEGIES

1. DO YOU COLLABORATE WITH INFLUENCERS ON HOSTING GIVEAWAYS AND PROMOTING MARKETING CAMPAIGNS? YES NO
2. DO YOU RUN ANY OF YOUR OWN FACEBOOK PROMOTIONS, CONTESTS, OR GIVEAWAYS? YES NO
3. ARE YOU USING LOCATION TAGS IN YOUR PAGE POSTS TO INCREASE THEIR DISCOVERABILITY? YES NO
4. ARE YOU USING FACEBOOK STORY STICKERS TO INCREASE ENGAGEMENT? YES NO
5. ARE YOU RUNNING FACEBOOK ADS OR BOOSTING YOUR FACEBOOK POSTS TO REACH MORE USERS? YES NO

6. ARE YOU INCLUDING EFFECTIVE CALLS-TO-ACTION (CTA'S) OR CAMPO LINKS IN YOUR FACEBOOK POSTCAPTIONS?

YES

NO

7. DO YOU CROSS-PROMOTE YOUR INSTAGRAM CONTENT ON OTHER CHANNELS?

YES

NO

SECTION 7: MARKETING TOOLS

1. DO YOU USE A SCHEDULING TOOL LIKE HOOTSUITE, META CREATOR STUDIO, OR LATER TO PLAN YOUR SOCIAL MEDIA CONTENT IN ADVANCE?

YES

NO

2. DO YOU REVIEW FACEBOOK INSIGHTS (ANALYTICS) TO TRACK YOUR ACCOUNT'S GROWTH?

YES

NO

3. DO YOU HAVE A TRACKABLE LINK IN YOUR FACEBOOK ABOUT TAB (E.G., UTM, LINKTREE)?

YES

NO

4. DO YOU USE RESPONSE ASSISTANT TO MANAGE YOUR FACEBOOK DM'S?

YES

NO