

Social Media Self-Assessment

PART ONE: DISCOVERY

1 What is your Brand Personality? Make a list with two columns and fill in each with keywords that represent you and your brand:	WHO I AM	WHO I AM NOT
Do your current posts reflect the above keywords?		YES NO
2 Do you post regularly to social media?		YES NO
Do you update your Facebook business page at least three times per week?		YES NO
Do you post to Instagram two to three times a week?		YES NO
Do you post to Instagram Stories daily?		YES NO
Do you tweet daily?		YES NO
Do you post on LinkedIn at least once per week?		YES NO
Do you ask for a customer review after every closing? (Try a video review!)		YES NO
Do you have a YouTube channel and regularly share short, relevant videos?		YES NO
3 Is your content shareable? (Make posts visual! Especially for Instagram. And keep posts short and relevant on Facebook and LinkedIn).		YES NO
4 Do you regularly engage with others on your social media channels and reply to comments, mentions, and messages?		YES NO
Do you follow most people you meet and regularly like or comment on referral partners' posts?		YES NO
Are you an active member of LinkedIn groups related to your industry and profession?		YES NO
Do you publicly respond to reviews after they are posted?		YES NO
When you attend local events (networking, charities, etc.), do you post about it on social media, and tag people you are with and your location?		YES NO
5 Are all of your social media profiles 100% complete, with appropriate profile pictures, covers and descriptions?		YES NO
6 Have you invited all of your friends, peers and associates to follow your social media channels?		YES NO

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7	Are you utilizing Facebook/Instagram Ads?*	YES	NO
	Are you creating different ad campaigns for a more personalized, targeted marketing experience?	YES	NO

**Always work with your marketing team to ensure ads are compliant with policies and regulations.*

PART TWO: STRATEGY

8 What are your strengths on social media? What kinds of content or posts come easily for you or receive the most engagement?

9 What areas of your social media presence would you like to improve?

10	Do you have a video strategy?	YES	NO
	Do you post to Facebook/Instagram stories daily?	YES	NO
	Do you host Facebook/Instagram Live events?	YES	NO
	Do you have a YouTube channel and regularly share short, relevant videos?	YES	NO
	Do you post links to your YouTube videos on your social pages?	YES	NO

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PART TWO: STRATEGY

- 15** What is your plan for creating content, scheduling posts, and responding/engaging with your audience? (*i.e. I will set aside 30 minutes every day at 12pm to post content and respond to comments/mentions, I will post and respond as I go, I will use Hootsuite to schedule content every month, etc.*).