**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11880&utm_source=template-word&utm_medium=content&utm_campaign=Social+Media+Audit+Report-word-11880&lpa=Social+Media+Audit+Report+word+11880)SOCIAL MEDIA AUDIT REPORT TEMPLATE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PLATFORM** | | **LINK** | **PROFILE NAME** | **TOTAL FOLLOWERS** | **DATE OF LAST ACTIVITY** | **FREQUENCY OF POSTS** | **MONTHLY REFERRAL TRAFFIC** | **% OF CHANGE (LAST YEAR)** | **% OF CHANGE (LAST MONTH)** | **CLICKS PER POST** | **CLICKS PER POST (LAST MONTH)** | **CLICKS PER POST CHANGE** | **REACH** | **% OF CHANGE (LAST WEEK)** | **NEW FOLLOWERS (TODAY)** | **NEW FOLLOWERS (LAST MONTH)** | **FOLLOWERS CHANGE** |
|  |  | FACEBOOK |  |  | 0 | MM/DD/YY | Daily | 0 | 0% | 0% | 0 | 0 | 0 | 0 | 0% | 0 | 0 | 0 |
|  |  | INSTAGRAM |  |  | 0 | MM/DD/YY | Daily | 0 | 0% | 0% | 0 | 0 | 0 | 0 | 0% | 0 | 0 | 0 |
|  |  | X (TWITTER) |  |  | 0 | MM/DD/YY | Weekly | 0 | 0% | 0% | 0 | 0 | 0 | 0 | 0% |  |  | 0 |
|  |  | LINKEDIN |  |  | 0 | MM/DD/YY | Weekly | 0 | 0% | 0% | 0 | 0 | 0 | 0 | 0% |  |  | 0 |
|  |  | SNAPCHAT |  |  | 0 | MM/DD/YY | Monthly | 0 | 0% | 0% | 0 | 0 | 0 | 0 | 0% |  |  | 0 |
|  |  | PINTEREST |  |  | 0 | MM/DD/YY |  |  |  |  |  |  | 0 |  |  |  |  | 0 |
|  | A white and blue logo  Description automatically generated | TIKTOK |  |  | 0 | MM/DD/YY |  |  |  |  |  |  | 0 |  |  |  |  | 0 |
|  |  | YOUTUBE |  |  | 0 | MM/DD/YY |  |  |  |  |  |  | 0 |  |  |  |  | 0 |
|  |  | OTHER |  |  |  | MM/DD/YY |  |  |  |  |  |  | 0 |  |  |  |  | 0 |
|  |  | OTHER |  |  |  | MM/DD/YY |  |  |  |  |  |  | 0 |  |  |  |  | 0 |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |