

Make Bank With Your Blog 10 DAY CHALLENGE

Social Media Audit

1. What channels do you currently use to market your blog?

2. What is your favorite social media platform and why?

3. What is your least favorite social media platform?

4. Do you have a set time/ days when you post? Do you use a scheduler to schedule content out?
Do you have a social media strategy or marketing plan? If so, what is it?

5. What are your social media goals for the next three months?

6. Facebook: How many times a day do you post on Facebook? What's your likes? What's your average post reach? Are there any particular types or times that you post when you see a spike in engagement/ click-throughs? Are there any times or types of posts that never get any engagement? If so which ones?

7. Twitter: How many times a day do you post to Twitter? What is your average engagement per tweet? How many followers do you have? How much time per day do you set aside to engage with your Twitter audience?

8. Pinterest: How many times a day/ week do you post on Pinterest? How many followers do you have? What is your average engagement for a pin?

9. Instagram: How many times a week do you post on your Instagram? How many followers do you have? Do you have any favorite hashtags you use, if so, what are they? What is your average engagement per post?

10. Are there any other social media platforms that you share to regularly? Which ones are they, what times do you post and what is the average engagement like?

11. Do you offer sponsored social posts as a service with your blog?

Make sure you share any realizations this worksheet has given you on the VIP Facebook Group →
[Fb.com/groups/TheBloggingVillage](https://fb.com/groups/TheBloggingVillage)