



# Social Media Assessment

Provided by *Cloversy*  
do what you do best, outsource the rest!

About this

# Assessment

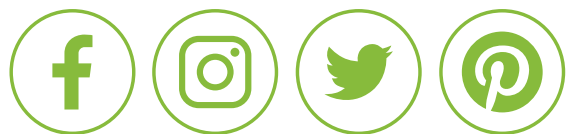
It's essential to conduct a social media assessment to get a better understanding of your current state and available resources to provide products and services that meet your customers needs. This document will help identify the areas that can benefit from using your services and develop measurable goals to reach them. If you need help scaling your social media management, [CLICK HERE](#) to reach out to talk to our team.

---

## Follow

@melc\_business

to stay informed on  
todays trending  
topics, new events,  
and to take your  
business to  
the next level.



# Social Media Assessment

Your Social Media Platforms - please list the complete social media profile link

Instagram:

Facebook:

LinkedIn:

Twitter:

Pinterest:

YouTube:

TikTok:

Google:

What are your long-term social media goals?

What are your short-term social media goals?

What platforms are best for your business and why?

YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have a defined visual brand and clear voice?	
<input type="checkbox"/>	Is your bio descriptive and interesting? Is it clear what followers can expect from your account?	
<input type="checkbox"/>	Is your website listed in your bio?	
<input type="checkbox"/>	Do you have the contact button set up?	
<input type="checkbox"/>	Do you have LinkTree or Link-In-Bio set up?	
<input type="checkbox"/>	Are your colors and fonts consistent?	
<input type="checkbox"/>	Is your content geared towards your target market?	
<input type="checkbox"/>	Do you have a clear CTA with each post?	
<input type="checkbox"/>	Are you tagging other accounts when appropriate?	
<input type="checkbox"/>	Do you follow relevant people in your niche?	
<input type="checkbox"/>	Are you posting consistently?	
<input type="checkbox"/>	Are you encouraging engagement in your posts?	
<input type="checkbox"/>	Are you using stories/ reels?	
<input type="checkbox"/>	Are you using video?	
<input type="checkbox"/>	Are you using the proper post size?	
<input type="checkbox"/>	Is there a good mix of carousel posts, video posts, and still images?	
<input type="checkbox"/>	Are you using strategic hashtags with each post?	
<input type="checkbox"/>	Are you using empathy and authority when writing captions?	
<input type="checkbox"/>	Are you replying to comments in a timely matter?	

YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have an engaging cover photo?	
<input type="checkbox"/>	Is your profile photo clear and represent your brand?	
<input type="checkbox"/>	Do you have an interesting about section?	
<input type="checkbox"/>	Do you have the CTA button set up?	
<input type="checkbox"/>	Is your website listed and easy to find on your page?	
<input type="checkbox"/>	Are you posting consistently?	
<input type="checkbox"/>	Is your content geared towards your target market?	
<input type="checkbox"/>	Do you have a clear CTA with each post?	
<input type="checkbox"/>	Are you asking questions to prompt comments?	
<input type="checkbox"/>	Are you sharing tips in your niche?	
<input type="checkbox"/>	Are you sending traffic to your website several times per week?	
<input type="checkbox"/>	Are you replying to comments in a timely matter?	
<input type="checkbox"/>	Are you using stories?	
<input type="checkbox"/>	Are you using video?	
<input type="checkbox"/>	Do you manage a Facebook group?	
<input type="checkbox"/>	Is there a good mix of link posts, video posts, text, and still images?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Are you using empathy and authority when writing captions?	
<input type="checkbox"/>	Are you regularly spending money on Facebook ads?	

YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have an engaging cover photo and headshot?	
<input type="checkbox"/>	Do you have an appealing professional headline?	
<input type="checkbox"/>	Is your summary section up-to-date? Does it contain keywords?	
<input type="checkbox"/>	Are your services up-to-date?	
<input type="checkbox"/>	Does your website appear in your profile?	
<input type="checkbox"/>	Are you posting consistently?	
<input type="checkbox"/>	Is your content geared towards your target market?	
<input type="checkbox"/>	Do you have a clear CTA with each post?	
<input type="checkbox"/>	Are you asking questions to prompt comments?	
<input type="checkbox"/>	Do you utilize the LinkedIn Newsletter?	
<input type="checkbox"/>	Are you sending traffic to your website several times per week?	
<input type="checkbox"/>	Are you replying to comments in a timely matter?	
<input type="checkbox"/>	Are you publishing articles?	
<input type="checkbox"/>	Are you using video?	
<input type="checkbox"/>	Have you featured projects or clients?	
<input type="checkbox"/>	Have you identified categories that you regularly talk about?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Are you using empathy and authority when writing captions?	
<input type="checkbox"/>	Do you have a LinkedIn Company Page?	

YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have an engaging cover photo and profile photo?	
<input type="checkbox"/>	Is your website linked in your bio?	
<input type="checkbox"/>	Does your bio explain what content to expect from your account?	
<input type="checkbox"/>	Does your bio have a CTA?	
<input type="checkbox"/>	Are you tweeting multiple times per day?	
<input type="checkbox"/>	Are you including relevant hashtags in each tweet?	
<input type="checkbox"/>	Do you mention other accounts when appropriate?	
<input type="checkbox"/>	Do you have a clear CTA with each tweet?	
<input type="checkbox"/>	Are you following relevant profiles?	
<input type="checkbox"/>	Is your follower/ follow ratio relatively equal?	
<input type="checkbox"/>	Are you sending traffic to your website several times per week?	
<input type="checkbox"/>	Are you replying to comments in a timely matter?	
<input type="checkbox"/>	Are you retweeting others?	
<input type="checkbox"/>	Are your photos and videos optimized for Twitter?	
<input type="checkbox"/>	Are you utilizing public lists?	
<input type="checkbox"/>	Are you contributing to conversations with you account?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Are you using empathy and authority when writing captions?	
<input type="checkbox"/>	Do you have a pinned tweet?	

YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have an engaging cover photo and profile photo?	
<input type="checkbox"/>	Is your about section complete with keywords?	
<input type="checkbox"/>	Do you have a channel trailer?	
<input type="checkbox"/>	Are you encouraging people to subscribe right away?	
<input type="checkbox"/>	Are you uploading videos consistently?	
<input type="checkbox"/>	Does each video have a complete description with keywords?	
<input type="checkbox"/>	Are playlists set up?	
<input type="checkbox"/>	Do you subscribe to other channels?	
<input type="checkbox"/>	Are your videos getting views?	
<input type="checkbox"/>	Are your videos receiving comments?	
<input type="checkbox"/>	Are your video thumbnails easy to read and do they stand out?	
<input type="checkbox"/>	Are you replying to comments in a timely matter?	
<input type="checkbox"/>	Is the production quality of your videos good?	
<input type="checkbox"/>	Is there a clear CTA at the end of each video?	
<input type="checkbox"/>	Have you audited your videos for any errors?	
<input type="checkbox"/>	Do you have a consistent voice/ tone for each of your videos?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Are you using empathy and authority when writing captions?	
<input type="checkbox"/>	Are you using video tags to increase your seo?	



YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have an engaging cover photo and profile photo?	
<input type="checkbox"/>	Is your about section complete with keywords?	
<input type="checkbox"/>	Is there a direct link to your website in your about section?	
<input type="checkbox"/>	Do you link to your other social media platforms?	
<input type="checkbox"/>	Do you have at least 5 boards set up?	
<input type="checkbox"/>	Are there keywords in each board title?	
<input type="checkbox"/>	Are your boards well organized and cohesive?	
<input type="checkbox"/>	Have you set up a board full of your own blog posts?	
<input type="checkbox"/>	Are the pins with products buyable pins?	
<input type="checkbox"/>	Are you regularly pinning content?	
<input type="checkbox"/>	Are all of your pin covers consistent with your brand and voice?	
<input type="checkbox"/>	Are you re-pinning pins that are high quality and on brand?	
<input type="checkbox"/>	Do you use a tool to plan, analyze and manage your pins?	
<input type="checkbox"/>	Do many of your pins link back to your own website?	
<input type="checkbox"/>	Are you describing your pins with keywords and hashtags?	
<input type="checkbox"/>	Are you checking to make sure links aren't broken on popular pins?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Are your pins the correct size and ratio for Pinterest?	
<input type="checkbox"/>	Are you using a paid strategy?	

YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Do you have an engaging cover photo and profile photo?	
<input type="checkbox"/>	Is your about section complete with keywords?	
<input type="checkbox"/>	Is there a direct link to your website in your about section?	
<input type="checkbox"/>	Does your bio section explain what your content will be about?	
<input type="checkbox"/>	Are your videos original and authentic?	
<input type="checkbox"/>	Are you using trending audio in some of your content?	
<input type="checkbox"/>	Are you utilizing editing features and filters?	
<input type="checkbox"/>	Are you using strategic and trending hashtags in your descriptions?	
<input type="checkbox"/>	Are you analyzing what content is resonating with more people?	
<input type="checkbox"/>	Are you posting multiple times per day?	
<input type="checkbox"/>	Are you engaging with accounts that are relevant to your niche?	
<input type="checkbox"/>	Is your video optimized for the first 5-7 seconds to grab peoples attention?	
<input type="checkbox"/>	Do you use a tool to plan, analyze and manage your videos?	
<input type="checkbox"/>	Do you have Linkinbio set up for your TikTok profile?	
<input type="checkbox"/>	Are you checking your engagement statistics?	
<input type="checkbox"/>	Do you know your top hashtags?	
<input type="checkbox"/>	Are you repurposing content from other channels?	
<input type="checkbox"/>	Are you collaborating with other creators?	
<input type="checkbox"/>	Are you using a paid strategy?	



Claim your profile right away to help with SEO!

YOUR ACCOUNT		NOTES
<input type="checkbox"/>	Have you claimed your Google My Business Profile?	
<input type="checkbox"/>	Do you have a professional appearance in search?	
<input type="checkbox"/>	Is there a direct link to your website in your about section?	
<input type="checkbox"/>	Does your bio section explain what problem you solve?	
<input type="checkbox"/>	Are your hours visible?	
<input type="checkbox"/>	Are you receiving reviews?	
<input type="checkbox"/>	Are you posting at least once per week?	

Schedule your **Assessment call today!**

Social media marketing is a full-time job (trust us, we would know!). [Click here](#)