



Social Media Audit

Free Guided Checklist for Businesses

HUMMINGBIRDMARKETINGSERVICES.COM

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What is a Social Media Audit?

A social media audit is taking a deep dive into all of the platforms your business is leveraging to maintain consistency and determine areas for improvement in your process. The following is our glossary of platforms that include those we most often use and work with to support our clients, and exhaustive checklists of dos and don'ts to follow for some of the most critical channels: **Instagram**, **Facebook**, **LinkedIn**, **Google Business**, and **Apple Business**.

For the past ten years, **Hummingbird Marketing Services** has been helping small businesses optimize their digital presence and findability. A part of that process is constantly researching social media best practices to stay at the pulse of industry trends and standards. We use these findings to develop the most effective social media strategies for our clients, tailored to their industry, business core values, and target audience. Fine-combing through a client's existing social media strategy is our first step, as it allows us to see a holistic view of what's working well and how/where we can work to strengthen it. We welcome you to take this first step using this resource, which is the same one we follow for our clients, and adapt it to what's useful to you.

How to Choose Which Social Channels are Right for You

You'll want to consider three things when determining which social media platforms your business should be using:

1. Who is your target audience?
2. What content do you want to promote?
3. What content medium will best convey your message?

Our advice is to use a healthy combination of all social media platforms relevant to your business (if you're not sure, take a peek at the channels your competitors are leveraging) and tailor your content to meet each platform's best practices to optimize your reach and engagement.

GENERATION AGES IN 2026

Baby Boomers: Born 1946 through 1964 | Aged 62 – 80

Gen X: Born 1965 through 1980 | Aged 46 – 61

Millennials: Born 1981 through 1996 | Aged 30 – 45

Gen Z: Born 1997 through 2012 | Aged 14 – 29



Social Media Overview

INSTAGRAM

[INSTAGRAM.COM](https://www.instagram.com)

Audience: Anyone; 75% of users are aged 18 to 44

Great For: Posts are for sharing visually appealing content, short-form videos, and behind-the-scenes details for your audience to get to know you and your business; Stories are for sharing more informal daily updates.

FACEBOOK

[FACEBOOK.COM](https://www.facebook.com)

Audience: Your local community; the largest group of users are aged 25 to 34 but Facebook remains popular with older Gen X and Baby Boomers (but definitely not Gen Z).

Great For: Sharing photos, videos, links to articles and blogs, and longer text posts. You can also create event pages for special events.

LINKEDIN

[LINKEDIN.COM](https://www.linkedin.com)

Audience: Business Professionals

Great For: Sharing business news and updates. Longer text posts, fewer photos and videos. It is especially great for sharing blog posts or articles.

TIKTOK

[TIKTOK.COM](https://www.tiktok.com)

Audience: Younger audience or more tech-savvy adults with a strong presence of Gen Z and Millennials.

Great For: Sharing informal, trendy videos that let people get to know who you are and what your niche is. TikTok values people with great personalities who are comfortable just sitting down and talking to a camera. It can be for entertainment, educational purposes, or to connect with a community like “BookTok.”

YOUTUBE SHORTS

[YOUTUBE.COM/SHORTS](https://www.youtube.com/shorts)

Audience: Younger audience or more tech-savvy adults. Plus older, long-term YouTube users who don't want to use TikTok.

Great For: Sharing short-form video content like you would on Instagram or TikTok. Good for repurposing content into bite-sized, highly shareable videos. Ideal for promoting long-form videos, participating in trends, and increasing awareness with short, attention-grabbing clips.



Social Media Overview

X (FORMERLY KNOWN AS TWITTER)

X.COM

Audience: Primarily Gen Z and Millennials; 58% of users are under 35. Male users outweigh female users 2:1

Great For: Sharing short text posts that provide timely updates about your business or responding to other time-sensitive topics. Engage with trending topics. Participate in trending conversations relevant to your niche. This helps you reach new people who have an interest in what you do.

THREADS

THREADS.COM

Audience: Early Adopters/Loyal Instagram Users & Former Twitter Lovers

Great For: Sharing short text posts that engage your audience through shared values and humor, such as motivational quotes, memes, reflections on current events, and thought-provoking questions. Encourage comments and invite your audience to join in on the conversation.

BLUESKY

BSKY.APP

Audience: Early Adopters and Former Twitter Lovers. The platform has grown to over 42 Million users in 2026.

Great For: Sharing short text messages, images, and videos as posts (aka “skeets,” which combines “sky” and “tweets”) that encourage others to comment and repost in a lighthearted space where hate and extremism are not tolerated.

REDDIT

REDDIT.COM

Audience: Primarily Millennials and Gen Z. 51% Female and 49% Male. Frequent users are more likely to be college educated and in decision-making roles.

Great For: Sharing helpful information in forums, answering or asking questions, and posting detailed guidance in niche communities. Connect with an online community. Drive B2B sales. Increase brand awareness and credibility in the age of AI – popular tools such as Google’s AI overview and Chat GPT often cite Reddit discussions.



Platforms Every Business Should Be Using

GOOGLE BUSINESS

[BUSINESS.GOOGLE.COM](https://business.google.com)

Audience: Anyone using Google.

Great For: Not just for hours, location, and reviews, Google Business is also for sharing business news and updates. Your posts appear on your Google Maps listing and show to anyone who searches for your business on Google. Posts can be removed at any time and are great for quick, timely notes.

YELP

[BUSINESS.YELP.COM](https://business.yelp.com)

Audience: Anyone in your local community as well as travelers to your area.

Great For: Gathering and responding to reviews of your business as well as sharing your history and mission. Although businesses can't post updates, you can add photos and provide temporary hours for holidays. Also, Yelp reviews feed into Apple Business Connect.

APPLE BUSINESS

[BUSINESS.APPLE.COM](https://business.apple.com)

Audience: Anyone who uses Apple products.

Great For: Sharing your location details, hours, and photos for iPhone users who search for businesses on the Apple Maps app. Apple Business also pulls in reviews and photos from Yelp. Although businesses can't post updates on Apple Business, you can (and should) provide temporary hours for holidays and other one-off closures.

BING PLACES FOR BUSINESS

[BING.COM/FORBUSINESS](https://bing.com/forbusiness)

Audience: Anyone using Bing.

Great For: Sharing your location details, hours, and photos for users who search for businesses on Bing. Reviews are pulled in from Tripadvisor. Although businesses can't post updates on Bing, you can (and should) provide temporary hours for holidays and other one-off closures.

NEXTDOOR

[NEXTDOOR.COM](https://nextdoor.com)

Audience: Users in your local community.

Great For: Sharing details about your company, rewards and promotions, and your community involvement for neighbors within a 2-mile radius of your business location. One of Nextdoor's primary purposes is for neighbors to provide recommendations to each other, and you want your company to be on that list.



Instagram

DESIGN

PROFILE PICTURE / AVATAR

YES NO

Is your profile picture the business logo or a photo of business or owner?

Does it match your other business social media profile images?

Is it clear on a mobile device?

BIO / ABOUT SECTION

YES NO

Is there a completed bio / about section?

Does the bio include keywords about the business product or service?

Does the bio link to the business website / other social channels?

If a potential customer find this page, is it clear what your business does?

Has it been updated in the past 12 months?

USERNAME / VANITY URL

YES NO

Is your profile name is the same as the business name (within reason)?

Is your Instagram handle similar to the business name (within reason)?

Is the username the same as your other social media channels (if possible)?

Anyone interested in using TikTok as a platform should follow the same auditing steps as you would for Instagram.



Instagram

CONTENT

YES

NO

Does the content posted appropriately align with the business's tone of voice and audience?

Are the images relevant and appropriate for the business's audience?

Are you using 3–5 relevant hashtags for each post?

Q: *What is a relevant hashtag?*

A: Relevant hashtags describe and add more context to your content while telling the app which audience channels to push it out to. Aim to use keywords that connect to the post's topic, location, and overall purpose. Search your keywords in the app and apply those used most frequently.

If working in collaboration with another organization, has that page been correctly tagged?

Is there a mix of content types (i.e., photo, video, stories, reels, informative graphics)?

Is there a consistent number of posts? (i.e., 1 a day or 2 to 3 a week, etc.)?

INSTAGRAM STORIES

YES

NO

Are you posting Instagram Stories regularly?

Q: *What should I post on Instagram Stories?*

A: Instagram Stories offer an additional format for meeting your target audience where they are. Make sure to follow accounts relevant to your business and its mission and repost the content they share that speaks to your brand on your story. Stories are also great for quick, in-the-moment snapshots tied to a location, hashtag, music, etc.

Anyone interested in using TikTok as a platform should follow the same auditing steps as you would for Instagram.



Instagram

INSTAGRAM STORIES

YES

NO

Do you have Story Highlights on your page?

Q: *What is a Story Highlight?*

A: Because Instagram Stories disappear after 24 hours, a Story Highlight is a way for you to keep that content on your profile and categorize it by relevant topics. A great example is creating a “Meet the Team” Highlight and adding any Instagram Stories that showcase your team in action, announcements of new team members joining, or birthday celebrations.

Q: *How do you create a Story Highlight?*

A: Post a Story (or visit your Stories archive), select the three dots on the right-hand side, and then “Highlight.” Click on the “+ New” icon and give your Highlight a name and cover image.

COMMUNITY ENGAGEMENT

YES

NO

Are you replying to non-spam comments on posts?

Q: *What is a spam comment?*

A: A spam comment is anything inflammatory, inappropriate, explicit, and/or derogatory. If you receive a spam comment, make sure to report it and block the account that posted it to prevent additional spam moving forward.

Are you liking and/or commenting on posts you’ve been tagged in?

Are you following relevant accounts for community engagement in your industry/product space?

Does the business respond logged in as the Page (rather than the owner’s or manager’s personal account)?

Is this channel easy to find on your business website?

Anyone interested in using TikTok as a platform should follow the same auditing steps as you would for Instagram.



Facebook

DESIGN

PROFILE PICTURE

	YES	NO
Is your profile picture the business logo or a photo of business or owner?	<input type="checkbox"/>	<input type="checkbox"/>
Does it match your other business social media profile images?	<input type="checkbox"/>	<input type="checkbox"/>
Is it clear on a mobile device?	<input type="checkbox"/>	<input type="checkbox"/>

COVER IMAGE

	YES	NO
Is there a cover image?	<input type="checkbox"/>	<input type="checkbox"/>
Is it using the brand colors / logo / photos?	<input type="checkbox"/>	<input type="checkbox"/>
Does it convey what the business does?	<input type="checkbox"/>	<input type="checkbox"/>
Is it similar to the cover photo on other social platforms?		

ABOUT SECTION

	YES	NO
Are the bio sections completed, both the Intro and Details sections?	<input type="checkbox"/>	<input type="checkbox"/>
Do the bios include keywords about the business product or service?	<input type="checkbox"/>	<input type="checkbox"/>
Does the About section provide links to the business website and other social channels?	<input type="checkbox"/>	<input type="checkbox"/>
If a potential customer find this page, is it clear what your business does?	<input type="checkbox"/>	<input type="checkbox"/>
Have you updated your profile in the past 12 months?	<input type="checkbox"/>	<input type="checkbox"/>

USERNAME / VANITY URL

	YES	NO
Is the page name the same as the business name (within reason)?	<input type="checkbox"/>	<input type="checkbox"/>
Is the URL similar to the business name (within reason)?	<input type="checkbox"/>	<input type="checkbox"/>
Is the username the same as your other social media channels (if possible)?	<input type="checkbox"/>	<input type="checkbox"/>



Facebook

CONTENT

YES

NO

Is the tone of voice of the updates appropriate for the business audience?

Are the images relevant and appropriate for the business audience?

Are the images correctly resized for the social platform?

Are you using 3–5 relevant hashtags for each post?

Q: What is a relevant hashtag?

A: Relevant hashtags describe and add more context to your content while telling the app which audience channels to push it out to. Aim to use keywords that connect to the post's topic, location, and overall purpose. Search your keywords in the app and apply those used most frequently.

If working in collaboration with another organization, has that page been correctly tagged?

Is there a mix of content types (i.e., photo, video, links, text updates)?

Is there a consistent number of posts? (i.e., 1 a day or 2 to 3 a week, etc.)?



Facebook

COMMUNITY ENGAGEMENT

REVIEWS

YES NO

If Reviews are activated, are there reviews on the page?

Has the business responded to the reviews (both positive and negative)?

ENGAGEMENT

YES NO

Are the posts designed to engage your audience and start conversations?

If the audience engages with comments, does the business respond?

Does the business respond logged in as the Page (rather than the owner's or manager's personal account)?

QUESTIONS

YES NO

If the audience posts questions, does the business respond in a polite and friendly manner?

Does the business respond to the query within 24 hours on business days?

Does the business move private/confidential discussions to private chat or phone?

Is this channel easy to find on your business website?



LinkedIn

DESIGN

PROFILE PICTURE

YES NO

Is your profile picture the business logo or a photo of business or owner?

Does it match your other business social media profile images?

Is it clear on a mobile device?

COVER IMAGE

YES NO

Is there a cover image?

Is it using the brand colors / logo / photos?

Does it convey what the business does?

Is it similar to the cover photo on other social platforms?

ABOUT SECTION

YES NO

Is the Overview completed?

Does the Overview include keywords about the business product or service?

Does the About section feature a link to the business website, phone number, and key industry?

If a potential customer find this page, is it clear what your business does?

Have you updated your profile in the past 12 months?

USERNAME / VANITY URL

YES NO

Is the page name the same as the business name (within reason)?

Is the URL similar to the business name (within reason)?

Is the username the same as your other social media channels (if possible)?



LinkedIn

CONTENT

YES

NO

Is the tone of voice of the updates appropriate for the business audience?

Are the images relevant and appropriate for the business audience?

Are the images correctly resized for the social platform?

If working in collaboration with another organization, has that page been correctly tagged?

Is there a mix of content types (i.e., photo, video, links, text updates)?

Is there a consistent number of posts? (i.e., 1 a day or 2 to 3 a week, etc.)?

COMMUNITY ENGAGEMENT

YES

NO

Are the posts designed to engage your audience and start conversations?

If the audience engages with comments, does the business respond?

Does the business respond logged in as the Page (rather than the owner's or manager's personal account)?

Is this channel easy to find from your business website?



Google Business

DESIGN

LOGO

	YES	NO
Is your logo uploaded?	<input type="checkbox"/>	<input type="checkbox"/>
Is it clear on a mobile device?	<input type="checkbox"/>	<input type="checkbox"/>

COVER IMAGE

	YES	NO
Is there a cover image?	<input type="checkbox"/>	<input type="checkbox"/>
Is it using the brand colors / logo / photos?	<input type="checkbox"/>	<input type="checkbox"/>
Does it convey what the business does?	<input type="checkbox"/>	<input type="checkbox"/>
Is it similar to the cover photo on other social platforms?	<input type="checkbox"/>	<input type="checkbox"/>

ABOUT SECTION

	YES	NO
Have you chosen all of the applicable Business Categories to represent your company?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a Description of your company?	<input type="checkbox"/>	<input type="checkbox"/>
Does the Description include keywords about the business product or service?	<input type="checkbox"/>	<input type="checkbox"/>
Is the Opening Date accurate?	<input type="checkbox"/>	<input type="checkbox"/>
Have you included a phone number and, if applicable, a number for text messaging?	<input type="checkbox"/>	<input type="checkbox"/>
Does the Contact section include a link to the business website as well as other social channels?	<input type="checkbox"/>	<input type="checkbox"/>
If you have a physical location, is the business address correct?	<input type="checkbox"/>	<input type="checkbox"/>
If you are a service provider, have you listed up to 15 neighborhoods/cities that you service?	<input type="checkbox"/>	<input type="checkbox"/>
Are the Business hours correct?	<input type="checkbox"/>	<input type="checkbox"/>
Have you updated holiday closures and one-off temporary closures?	<input type="checkbox"/>	<input type="checkbox"/>
Have you opted in to business-owner and location attributes?	<input type="checkbox"/>	<input type="checkbox"/>
If a potential customer find this page, is it clear what your business does?	<input type="checkbox"/>	<input type="checkbox"/>
Have you updated your profile in the past 12 months?	<input type="checkbox"/>	<input type="checkbox"/>



Google Business

CONTENT

YES NO

Have you included Interior, Exterior, Team, and/or Product photos?

Is the tone of voice of the updates appropriate for the business audience?

Are the images relevant and appropriate for the business audience?

Are the images correctly resized for the social platform?

Google Business only allows for one image per update and does not allow video. Given these restrictions, is there a consistent number of posts? (i.e., 1 a day or 2 to 3 a week, etc.)?

COMMUNITY ENGAGEMENT

YES NO

Is the business responding to all Reviews, both positive and negative?

Is the business answering Questions as they are asked?



Apple Business

DESIGN

LOGO & COVER IMAGE

	YES	NO
Is there a logo?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a cover image?	<input type="checkbox"/>	<input type="checkbox"/>
Is it using the brand colors / logo / photos?	<input type="checkbox"/>	<input type="checkbox"/>
Does it convey what the business does?	<input type="checkbox"/>	<input type="checkbox"/>
Is it similar to the cover photo on other social platforms?	<input type="checkbox"/>	<input type="checkbox"/>

ABOUT

	YES	NO
Is the About description complete?	<input type="checkbox"/>	<input type="checkbox"/>
Does the Description include keywords about the business product or service?	<input type="checkbox"/>	<input type="checkbox"/>
Have you included Interior, Exterior, Team, and/or Product photos?	<input type="checkbox"/>	<input type="checkbox"/>
If you have a physical location, is the business address correct?	<input type="checkbox"/>	<input type="checkbox"/>
Are the Hours correct?	<input type="checkbox"/>	<input type="checkbox"/>
Have you updated holiday closures and one-off temporary closures?	<input type="checkbox"/>	<input type="checkbox"/>
Is the Phone number correct?	<input type="checkbox"/>	<input type="checkbox"/>
Is the business website link correct?	<input type="checkbox"/>	<input type="checkbox"/>
Have you chosen all of the applicable Business Categories to represent your company?	<input type="checkbox"/>	<input type="checkbox"/>
If a potential customer find this page, is it clear what your business does?	<input type="checkbox"/>	<input type="checkbox"/>
Have you updated your profile in the past 12 months?	<input type="checkbox"/>	<input type="checkbox"/>



Notes / Next Steps

INSTAGRAM

To Do: _____

FACEBOOK

To Do: _____

LINKEDIN

To Do: _____

GOOGLE BUSINESS

To Do: _____

APPLE BUSINESS

To Do: _____

OTHER

To Do: _____



Final Thoughts

In short, you want your social media platforms to be engaging, eye-catching, and, above all else, valuable to your audience. Regardless of the channel, before clicking “publish” on a post, ask yourself, “Does this content offer something to my target audience?” Give your fans a reason to follow you long-term and recommend your account to others.

Looking for more help? We’re happy to offer guided support (even if that means taking on your social media process altogether). Visit HummingbirdMarketingServices.com/Schedule to schedule a consultation and explore how we can help your digital presence take flight!

Helpful Links

Social media platforms are constantly changing their sizing recommendations and platform features so we’ve linked some helpful articles below to help you stay up to date with the latest social media best practices.

[Facebook Best Practices for Page Posts](#)

[Facebook Best Practices for Video](#)

[Facebook Best Practices for Increasing Visibility and Engagement](#)

[Get Certified in Meta \(Facebook and Instagram’s Business Suite\)](#)

[Instagram Best Practices for Creators](#)

[Google Business Profile Guidelines](#)

[How to Improve Your Local Ranking on Google](#)

[Apple Business User Guide](#)

[Apple Business Image Style Guide](#)

[Always Up-To-Date Social Media Image Sizes Guide \(Sprout Social\)](#)

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