



TRAINING INITIATIVES FOR
NEUROLOGY ADVOCATES

e-Advocacy: Developing a Social Media Strategy

COURSE NOTES AND EXERCISES

SOCIAL MEDIA AUDIT



BRAND AUDIT TEMPLATE

Use this template to ensure all your accounts are on brand. Check for consistent photos, logos, icons, bios, descriptions and that URL links are correct.

Social Network	URL	Branding Consistent	Action Needed

BRAND NETWORK AUDIT TEMPLATE

Use this template to inventory all profiles representing your organisation.

Social Network	URL	Followers	Last Activity	Action Needed

AUDIT COMPETITORS

Compare your competitors' social footprint and content against your own. Choose 3 of your top competitors. Follow the same steps to perform a social media audit on their social profiles. Look at what type of content they are creating, how often they are sharing it, and what key influencers they are interacting with. Notice what they are doing correctly, and where they are lacking.

Competitor	Social Profile	Followers	Strengths	Weaknesses	Notes