

Social Media and Website Audit Checklist

Fill out this checklist and use it as a reference to help you keep track of your Branding, Content, Community Engagement and more.

SOCIAL MEDIA AUDIT:

Facebook User Name	Date of Audit:
	Audited By:
Instagram User Name	Date of Audit:
	Audited By:
Twitter User Name	Date of Audit:
	Audited By:

SECTION 1: GOALS (SOCIAL MEDIA)

- Do you have Facebook, Instagram or Twitter?

Facebook	Instagram	Twitter
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- How active are you on the accounts?

a. Facebook	Everyday Posting	Once a Week	Once a Month	No Account
b. Instagram	Everyday Posting	Once a Week	Once a Month	No Account
c. Twitter	Everyday Posting	Once a Week	Once a Month	No Account

If you answered NO ACCOUNT to all 3, start by creating a Facebook account for the Parish, an Instagram account second and third a Twitter account

3. What are your Parish's current goals for Social Media?

4. Explain your Parish's approach to Social Media.

5. Are you measuring engagement? Yes No Don't know how to

6. Do you know your Target Audience? (Those people who your Parish tries to reach with Social Media) Yes No

** Each social network speaks to a distinct audience, and these audiences shape the content you will be expected to share. You may have parishioners who follow you on more than one network, but, for example, your Facebook audience will be older than your Instagram audience. Instagram is stronger for the younger generation, think Youth Ministry**

7. Do you have a social media content calendar to generate content daily? Yes No What is that?

A content calendar is a tool to help you plan and schedule all your social content in advance. A social media content calendar can help you stay ahead and not get overwhelmed by daily posting. Allows for a consistent posting schedule. Facebook has a free scheduling platform, Instagram and Twitter you will have to pay for a scheduling platform.

8. Do your parishioners know your parish is on Social Media? Yes No

9. Are your Social Media accounts linked to your website? Yes No

10. Do your parishioners know you have a website? Yes No

SECTION 2: BRANDING AND VOICE (WEBSITE/SOCIAL MEDIA)

1. Does your parish have a brand style guide with a clear overview of your voice and visual style? Yes No

2. Does your Parish have a logo, color palette, icons, fonts, or other brand elements used consistently on your website? Yes No

3. Is your Parish Social Media username the same as your Parish name, and does it share the same spelling across your other social channels? Yes No

4. If your Parish username isn't your Parish name, is it easily discoverable and relevant? Yes No

5. Is your Parish bio accurate and consistent across your other digital properties? Yes No

6. Does your Parish Facebook, Instagram & Twitter bio briefly explain what your Parish is/does? Yes No

7. Does your Parish URL have your parish name in it? Yes No

8. Are links on your website effective and up-to-date? Yes No

9. Is your Parish Website easy to navigate?

Yes	No
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Even though your Parish is not a Brand, it needs to be treated like a brand. Your brand is (enter name of parish here _____). Thinking of your Parish as a brand will help you create a clear and concise website, and social media pages with the imagery, message, and style that is right for your parish.

SECTION 3: CONTENT AND AESTHETIC (WEBSITE)

1. Looking at your website, does your website have a consistent color palette or aesthetic?

Yes	No
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2. Is it immediately obvious where your Mass times, bulletins, events, and contact information are on your website?

Yes	No
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3. Are you using all of the website tools to their ability including video, photo, carousel posts, event calendars, subscription buttons for emails, links to social pages, links to other websites?

Yes	No
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4. Are your photos and videos high enough quality (aka no pixelated/low-res imagery)?

Yes	No
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5. Is your Parish sharing content from their website to social media?

Yes	No
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6. Does your website come up in search engines? Or by location?

Yes	No
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7. Is your website optimized for a mobile device?

Yes	No
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8. Are there sections of your website that have not been updated/edited in a while? What are these pages?

9. What do people look at when they go to your website?

10. Do you use your website to engage with strangers and answer their questions about the Faith? Are there links to helpful outside information?

Yes	No
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SECTION 5: COMMUNITY AND FOLLOWERS (SOCIAL MEDIA)

1. Is your content relevant to your audience?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2. Do you have a Youth Ministry page or group?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3. Have you asked the community or followers what they would like to see?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4. Are you responding to likes, comments and Direct Message in a reasonable amount of time?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5. Are you liking and/or commenting on tagged/hashtagged photos as they appear?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6. Are you reposting content from your community? Asking people to tag your Parish in photos at events?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. Are you keeping track of your most engaged followers?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
8. Are you using hashtags and location tags in your Instagram Stories to increase their discoverability?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9. Are you including effective calls-to-action (CTAs) in your Facebook, Instagram and Twitter captions?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
10. Do you run any of your own Instagram promotions, like hashtag campaigns, contests, or giveaways?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
11. Are you selecting relevant hashtags that both fit your brand and your audience?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
12. Do you have at least one branded hashtag that you use consistently?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
13. Are you encouraging your community to post with your hashtag?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

SECTION 6: PHOTOS TO AID IN CONTENT CREATION (check list)

- Photos of the Alter/Church/Priest during Mass during...
 - Ordinary time
 - Advent
 - Christmas
 - Lent
 - Triduum
 - Easter
- Photos of Triduum
 - Ash Wednesday
 - Holy Thursday
 - Good Friday
 - Easter Vigil
 - Easter Sunday

- Photos of Sacraments
 - Baptism
 - First Holy Communion
 - First Confession
 - Confirmation
 - Wedding
- Other photos (suggestion)
 - Annual Parish events
 - RCIA
 - Parish retreats
 - Youth groups
 - Faith Formation classes
 - Holy days (ex. Crowning of Mary)
 - Different prayer groups
 - Bible study
 - Images of your church building

*** This list is to help in content creation. It is not mandatory just a suggestion to take your Parish's website and social media to the next level and attract more followers. Not having to rely on stock photos will enhance your church's Social Media pages as well as your Website. How to get these photos? Ask a parishioner if they have any photos from events. Ask if anyone would be willing to take photos. Use the people you have in your parish they want to help they just need to be asked!*

SECTION 7: USEFUL TOOLS TO GET THE JOB DONE

Here is a list of programs to help you get started:

- Canva - (Most all of our graphics on social media are created on this app. It can be used on the desktop but it also has a phone app. Drag and drop method)
- Unsplash- Free high quality stock photos
- Sendanywhere- send any photos or videos to any device without corrupting the file size
- Adobe spark post (Free infographics)
- VSCO (Free Photo editing filters) *Phone app
- Snapseed (Free Photo editing) *phone app
- Hashtags (Generates free hashtags for your specific subject) *phone app
- Mojo (free Video editing) *Phone app
- Biteable (Paid Video editing program)
- Quik (GoPro video editing program) *phone app
- InShot (Free Video editing) *phone app
- Repost app *phone app
- Boomerang *phone app