

Jena C. Henry
"The Golden Age of Charli"
9/7/16

Social Media Audit

A social media audit is the process of reviewing what's working and what can be improved upon across your social media channels to set your business up for long-term success. Having a clear plan for how you will use social media increases your chances of success. After you start implementing a strategy, you need a way to make sure everything is going as planned. You can accomplish this with a social media audit.

Blogger outreach

As Jean is comfortable posting and scheduling information for her site, Jaymie will plan to identify and outreach to bloggers for publicity opportunities for Jean, whether that is a book review, giveaway, or guest article.

Blog organization

Link: <https://jenabooks.com>

Jean has been prolific on the blog, which is fantastic, especially for sharing so many different types of posts. The posts are not as consistent as they could be, however, which a content calendar could really help. The downside to so many posts on the blog is that it can be difficult for a reader to sift through the posts to find the ones he or she is most interested in. We can use categories to create order on the blog page.

Canva

Link: <https://canva.com>

Canva is an online graphic design platform. It offers free access to a wide assortment of design tools and options, as well as premium options for paying customers. These design templates include social media headers, social media images, video thumbnails and other marketing materials. Canva allows anyone to create and publish engaging content that will attract your target audience via social media.

LinkedIn Publisher

Link: <https://linkedin.com>

LinkedIn has long been the most professional of social media platforms. LinkedIn is no longer just a tool for making connections that you can add to your virtual Rolodex. It has become a destination site for professionals to read industry updates and publish their own ideas and insights to spark discussions. Now with LinkedIn publishing, professionals can show that they are investing and interested in how long-form content can be used as a business resource.

Buffer

Link: <https://buffer.com/>

Like Hootsuite, Buffer is a social media management tool that helps you keep track and manage a variety of social network platforms. If you ever have trouble with Hootsuite, Buffer would be your next best option.

Goodreads

Link: <https://goodreads.com>

Goodreads is an Amazon-owned social media platform for readers to share and review the book they read. The site allows authors to mark their profiles so readers can follow their profile without becoming friends. It also allows for giveaways of physical books. Giveaways are wonderful publicity, as entrants are compelled to add the book to their Want To Read lists.

Facebook Live

This relatively new feature of the most popular social networking site allows for video streaming. Viewers can engage with you in real time with questions and comments that show up on your screen. It will archive videos for later viewing.