













SOCIAL MEDIA AUDIT

	 Follow me/I Follow	 Follow me/I Follow	 Follow me/I Follow	 Follow me/I Follow	 Follow me/I Follow	 Follow me/I Follow
T arget Market HS jr/sr, college, grads, 17-24 yr olds						
I nfluencers Counselors, Parents, Employers, & Community leaders						
M ilitary Network ROTC, Unit, RSP, Leaders, & Other Branch Recruiters						
E ducators Principals, Teachers, Coaches, Fin Aid, Admissions, Secretaries, Activities & Clubs						

	 Yes/No	 Yes/No	 Yes/No	 Yes/No	 Yes/No	 Yes/No
Professional Appearance?						
Representative of my Brand?						
Posts compel engagement?						
Posts are targeted?						
Posts consistent & timely?						
Most productive Posts?						
ACTION ITEMS						
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						