

TEMPLATE FOR SOCIAL MEDIA CONTROL

This template will help you audit your Social Media Networks. Follow this steps to make your next Social Media control.



1 Step

Create a Spreadsheet and write all your social networks profiles, the corresponding url and the name of the responsible for the account.

Social Network	URL of the profile	Responsible



2 Step

Search in Google for “fakes accounts” of your company. What are these fake accounts? Social profiles of your brand that aren't managed by you.

Social Network	URL	Responsible	Cancel ir Yes/No



3 Step

Create a mission in 5 words for each of your social profiles. For example: “ Twitter-> Communicated news of the development of the company”.

Social Network	URL	Responsible	Mission



4 Step

Make sure that all your accounts represent properly your image, that the selected profile images are suitable, that the names and descriptions are correct, etc.

Social Network	URL	Responsible	Proper brand use Yes/No



5 Step

Centralized the control of users and passwords of all your account to avoid futures problems. Admin the access to the accounts with tools that help you to share the access to each social profile without the need to share the password.

Social Network	URL	Owner	Mission	Good use of the Brand Yes/No	Password centralized Yes/No