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## Social Media Audit Report for ABC Technology

ABC Technology  
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Thank you for spending time with us to go over your social media goals and objectives. This report is intended to recap the results of the discussion we had and then provide you some recommendations specifically tailored to meet your company's needs.

We will first recap the results of the questionnaire that you filled out, just so that you know we you're your comments and have an understanding of what your current social media needs are.

### Social Media Goals

1. Increase competitiveness in your industry
2. Become more proficient at using social media

### Business Goals

1. Increase revenue
2. Increase awareness of who ABC Technology is and what services and products are offered
3. Create demand and inquiries for our services and products

### Challenges

1. Time to do social media
2. Resources/Budget

## Social Media Analysis

Facebook is one of the best ways to reach customers and to stay in touch over a long period of time. The following is an analysis of the ABC Technology Facebook presence done by an independent vendor. Top score is 100.

This table takes a look at your company’s Facebook presence

Facebook setup	Measure	Recommendations
Page Set Up	Yes	Facebook Score = 13, max score 100. Analysis done by independent vendor.
Page Name	Yes	
Category	Yes	
Username	Yes	
Website	Yes	
About	Yes	
Milestones	No	
Pages liked	0	

Facebook Performance—Customer performance is one of the best indicators that your company’s page is strong in terms of content and customer acceptance.

### Like Measures

Facebook Area	Measure	Recommendations
Likes	50	Develop and publish content to increase Likes, page growth and PTAT (people talking about this score). This means people sharing, tagging the page, mentioning the page, interacting, etc.
Likes Growth	8.7%	
PTAT (people talking about this)	0	
Engagement Rate	0	
Check-ins	14	

Facebook performance measures—these are an important reflection of how your company is doing managing its presence.

Performance Area	Measure	Recommendations
Posts per Day	0.41	Increase likes by posting relevant content on a regular basis
Likes, Comments & Shares per post	5 average	
Posts per type	links	Use hashtags
Timing	Slightly off	
Length of posts	100-500 characters	Upload photos and videos
Use of Photographs/video	Y-Photos N-video	
Hashtags	No	
Comments:	0	

Facebook Interactions—Posts by other parties or individuals—this is a good indication of the level of interest, humor, or controversy that you generate on your Facebook page. It may be your objective to have

very little or quite a bit of posts by others; you should tailor your ongoing content to generate the result you desire to have.

Area of interaction	Number of interactions	Recommendations
Everyone can post to your timeline?	Yes	By increasing engagement, these numbers will increase. You increase engagement by working the page, asking questions, commenting on other pages, sharing, etc.
Posts by fans	2	
Response Rate	None	
Response Time	None	
Comments	None	

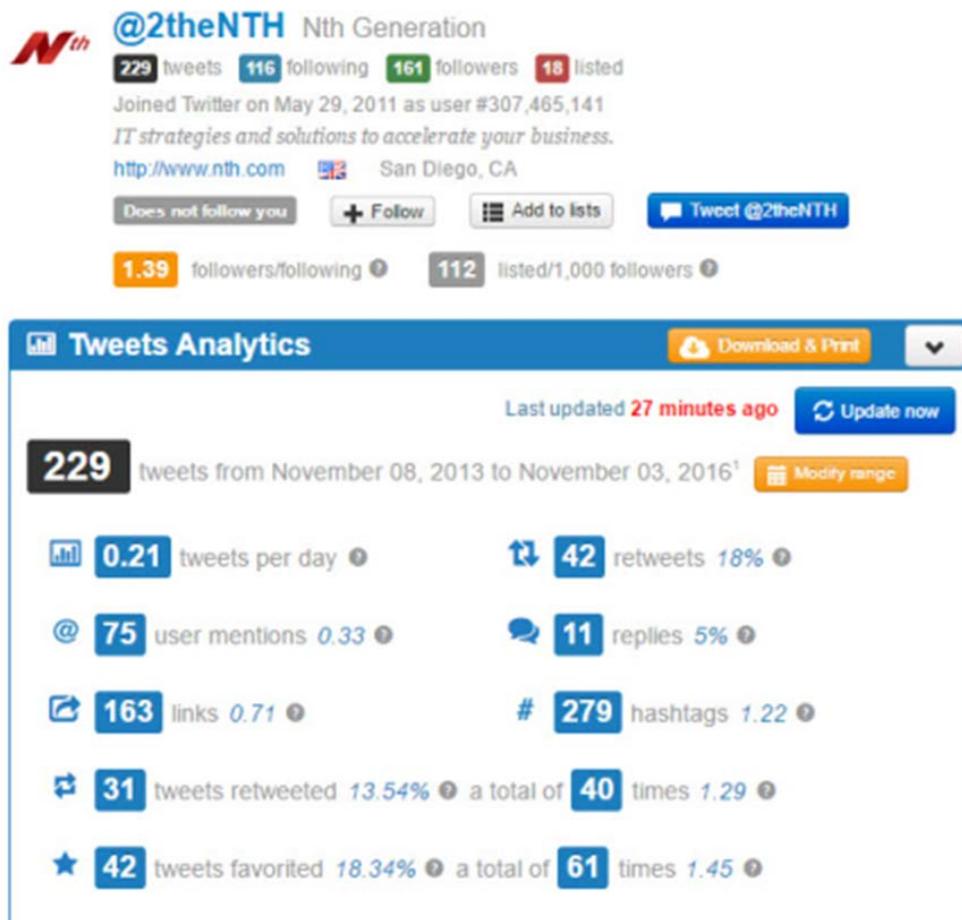
LinkedIn—this is one of the best social media platforms for business users. While many consider it a good use for person-to-person or group-to-person interaction only, it can also be a great way to generate interest in your business. If you are blogging, or following blogs, it is a good place to generate interaction as well. And don't overlook it if you are looking for new employees or business partnerships either!

LinkedIn Setup	Measure	Recommendations
Page	Yes	Good setup, cover photo would be a good addition. Post more frequent updates. Ask employees to join relevant groups, like your posts and share.
Category	Yes	
Employees	51-200	
Employees on LinkedIn	68	
Followers	716	
Updates	12 in past 3 months	
Interaction w/updates	Yes, 4+ likes average	

Twitter—the power of Twitter as a marketing tool has been realized by many businesses. It can help connect to customers, build brand awareness, help with product launches, manage online reputation, promote sales, promote company blogs, etc.

Twitter Setup	Measure	Recommendations
Page/Year	Yes; 2011	Follow more 'influencers' in your industry. Post relevant content. Continue to use hashtags. Retweet good content and reply to and tag people when posting.
Profile picture and cover photo	Yes	
Total Tweets	229	
Following	116	
Followers	161	
Hashtags used	279	
Retweets	42	

Twitter Analytics—



**YouTube**

YouTube has over a billion users—almost one-third of all people on the internet—and everyday people watch hundreds of millions of hours on YouTube and generate billions of views.

YouTube	Measure	Recommendations
Posts in 2016	15	Video is very important in 2016 and helps with organic SEO. Good page.
Profile picture and cover photo	Yes	

**Competition**—the companies below were provided by you as part of the questionnaire. We have done an analysis of each of these companies’ capabilities below

Company	Platforms	Measures
Competitor #1	<a href="http://www.c1.com">http://www.c1.com</a>	
	Facebook Score 67	570 likes >10 pages liked 1 post daily 31% engagement rate PTAT 177
	Twitter	4,293 tweets 493 following 1,179 Followers 3-9 tweets daily 54 likes 441 photos/video
	LinkedIn	1000-5000 employees 8,578 Followers 1,079employees on LI 37 in past 30 days
Competitor #2	<a href="http://c2.com">http://c2.com</a>	
	LinkedIn	200-500 employees 3,683 Followers 367 employees on LI 24 posts monthly average 24 posts monthly average
	Twitter	2,567 tweets 1,918 following 1,827 followers 874 likes
	Facebook score 13	769 likes <10 pages liked 0 posts per day 1,827 followers 874 likes 602 photos/videos
	LinkedIn	51-200 employees 975 Followers 82 employees on LI No poster other than looking for employees

Competitor #3	<a href="http://www.c3.com">http://www.c3.com</a>	
	Facebook score 10	123 likes 6 pages liked No Posts since March 2016

### Recommendations

1. Make sure you are on all of the key business platforms used in your industry. Twitter and LinkedIn seem to be the most common. Facebook, YouTube, and Google+ are always a good addition but if you have a platform set up, it should be worked and not left dormant.
2. Your social manager should post 5-7 times per week on your social media platforms.
3. Develop a blogging capability. Consider doing this 1-2 times per month to start with, covering key topics your customers might be interested in. Become more 'expert' in your market. Read and comment on other blogs in our industry.
4. Retarget on your website to reach potential customers who visited but didn't purchase.
5. Using social media to grow your business. First step is to establish an ongoing presence using key social media platforms for a period of months. Then use ads on platforms, adwords, and retargeting to generate traffic to your site and sales interest in your products and solutions.

At Porter Consulting we can support you in each area we are making recommendations in. We can develop content, post to social media platforms, write and promote blogs, or meet other needs you may have. If you would like to know more or get some pricing options, please let us know.



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