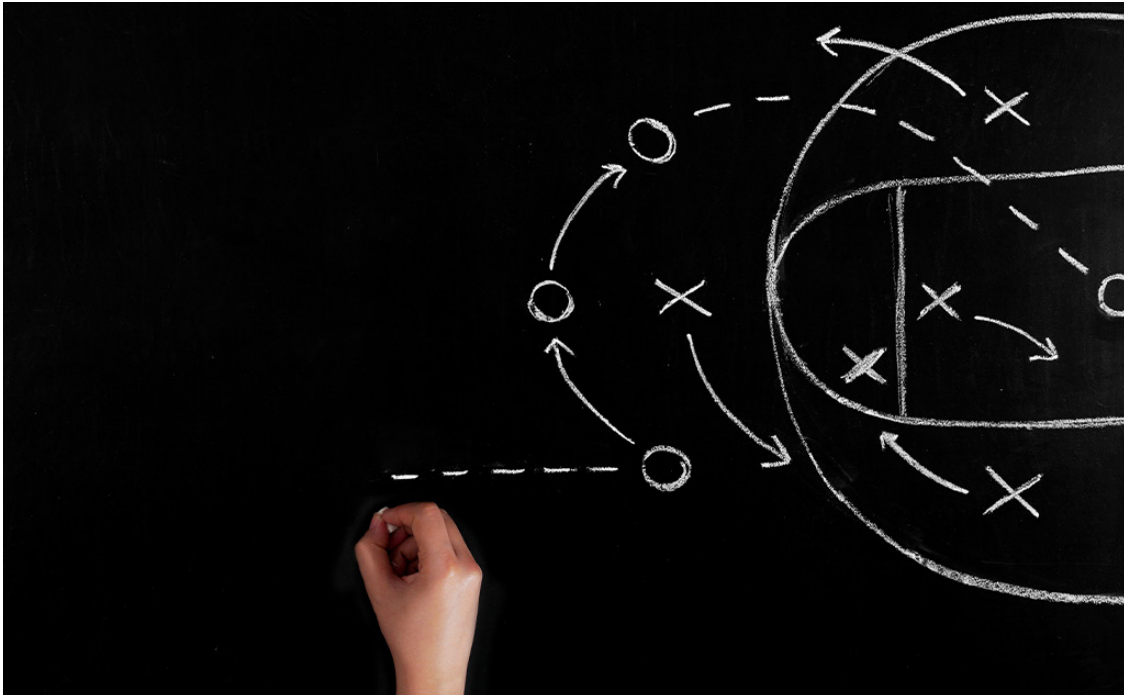


A **5 Step** social media health check for SME's

www.platformmedia.co.uk



Evaluate your strategy.

Social media has become an integral part of modern-day marketing. It has revolutionised the way businesses interact with

their customers and promote their products/services. For small and medium-sized enterprises (SMEs), social

media platforms provide a cost-effective way to reach a broader audience and build a strong online presence.

However, it's essential to evaluate your social media strategy regularly to ensure it aligns with your goals and remains effective.

STEP 1

Evaluate your social media goals.

Before you evaluate your social media presence, it's essential to define your social media goals. For example, you might want to increase brand awareness, drive sales, or improve customer engagement. Once you've defined your social

media goals, evaluate your current social media strategy to determine whether it aligns with your goals. Your social media strategy should be tailored to your business objectives, target audience, and industry trends.



STEP 2

Analyse your social media profiles.

Your social media profiles are a reflection of your brand's identity, so it's essential to ensure they are complete, accurate, and up-to-date. Evaluate your social media profiles across different platforms such as Facebook, Instagram, Twitter, LinkedIn, etc. Check that your branding is consistent across all platforms and that your profiles are optimised for SEO. Evaluate the



quality and relevance of your content to ensure it resonates with your target audience.



STEP 3

Assess your social media engagement.

Social media engagement metrics (e.g., likes, comments, shares, followers) provide

insight into how your target audience interacts with your brand on social media. Analyse

your social media engagement metrics to determine whether they are meeting your social media goals. Evaluate the types of content that generate the most engagement and tailor your content strategy accordingly.

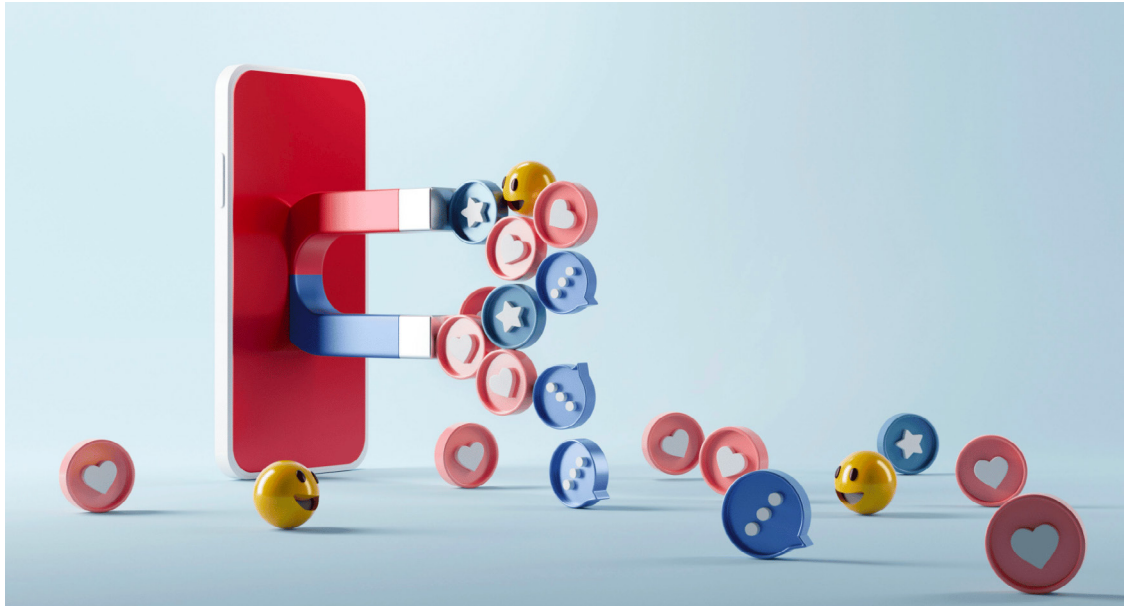
STEP 4

Monitor your social media reputation.

Social media provides a platform for customers to voice their opinions about your brand, so it's essential to monitor your social media reputation. Monitor your brand mentions and respond promptly to any negative comments or feedback.

Monitor reviews and ratings on review sites such as Google My Business and Facebook. Encourage customers to leave positive feedback and respond to negative feedback in a constructive and professional manner.





engagement, conversions). Determine whether your advertising campaigns are meeting your social media goals and adjust your strategy accordingly.

STEP 5

Analyse your social media advertising.

Social media advertising is an effective way to reach a broader audience and promote your products/services.

Evaluate the effectiveness of your social media advertising campaigns by analysing your advertising metrics (e.g., reach,

Conclusion.

By following these five steps, you can evaluate your social media presence, identify areas for improvement, and optimise your social media strategy for better results. Remember to regularly check your social media metrics and adjust your

strategy accordingly to ensure your social media presence remains effective. Social media is an ever-evolving landscape, so it's essential to stay up-to-date with industry trends and best practices to stay ahead of the game.



Checklist.

STEP 1: **Evaluate your social media goals.**

- Define your social media goals
- Evaluate your current social media strategy and determine whether it aligns with your goals

STEP 2: **Analyse your social media profiles.**

- Evaluate your social media profiles
- Ensure that your profiles are complete, accurate, and up-to-date
- Check that your branding is consistent across all platforms
- Evaluate the quality and relevance of your content

STEP 3: **Assess your social media engagement.**

- Analyse your social media engagement metrics
- Determine whether your engagement metrics are meeting your social media goals
- Evaluate the types of content that generate the most engagement

STEP 4: **Monitor your social media reputation.**

- Monitor your brand mentions
- Monitor your brand mentions and respond promptly to any negative comments or feedback
- Monitor reviews and ratings on review sites

Encourage customers to leave positive feedback

STEP 5: **Analyse your social media advertising.**

- Evaluate the effectiveness of your social media advertising campaigns
- Analyse your advertising metrics
- Determine whether your advertising campaigns are meeting your social media goals

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