

VERSION 1.2

DATE



BASELINE ASSESSMENT SOCIAL MEDIA

[DOCUMENT SUBTITLE]

PRESENTED BY: (YOUR NAME)

(COMPANY)

Company Questionnaire:

BASELINE ASSESSMENT DATE

FACEBOOK PAGE – NAME AND URL

PAGE FOLLOWING

CURRENT ACTIVITY LEVELS

BUSINESS PAGE OPTIMISING REQUIREMENTS

FB GROUP MEMBERS AND ACTIVITY

TWITTER

PERSONAL PAGE FOLLOWING AND CURRENT ACTIVITY LEVELS

OTHER TWITTER HANDLES

TWITTER BIO ASSESSMENT

FOLLOWER NUMBERS AND ANALYSIS

FOLLOWING: 589 FOLLOWERS: 468 TWEET IMPRESSIONS: -

LINKEDIN

PERSONAL PROFILE CONNECTIONS

BUSINESS PAGE PROFILE AND CONNECTIONS

GROUP PROFILE AND CONNECTIONS

EMAIL MARKETING

LIST SIZE AND MAKE UP

CURRENT ACTIVITY LEVELS

CAMPAIGNS?

INSTAGRAM

BUSINESS PROFILE AND CONNECTIONS

PINTEREST

BUSINESS PROFILE AND CONNECTIONS

GOOGLE MY BUSINESS

BUSINESS PROFILE AND CONNECTIONS

YOUTUBE

BUSINESS PROFILE AND CONNECTIONS

SWOT ANALYSIS FOR WEBSITE

Strengths

- Website is modern looking and easy to navigate
- Has links to social media
- Is all one page which looks neat and modern
- Has a blog
- Has contacts on the homepage
- Has a video

Weaknesses

- Although it has a blog , there is only one upload a month. Could do with more frequent posts
- Colours aren't consistent and seem random.

Opportunities

Threats

THE FUTURE

THE STRATEGY

THE MONTHLY AND WEEKLYPLAN

THE REPORTING
