Buhi Social Media Audit

Facebook

A screenshot of a social media account

Description automatically generated

A graph with a blue triangle

Description automatically generated

Excel Spreadsheet

|  |  |  |  |
| --- | --- | --- | --- |
| **Column1** | **Column2** | **Column3** | **Column4** |
| **Social Media Networks** | Posting Frequency | Average # of Engagements, Reach, Clicks | Type of Content Shared |
| **Facebook** | 2x/week | 40,000 | School, travel |
| **Instagram** | 1x/week | 65,000 | School, travel |
| **Pinterest** | 1x/week | 700 | School, travel |
| **Twitter** | 1x/week | 800 |  |
| **TikTok** | 0x/week | 6,000 |  |
| **Total** |  |  |  |

## SWOT Analysis

Strengths: Affordable prices

Weaknesses: Not enough brand recognition

Opportunities: Working with industry influencers

Threats: Tough competition, tough job market

## Summary:

* Social media channels that need to be monitored are Instagram, Facebook, Pinterest, and Twitter.
* List of keywords: “back to school/school”, “vacation”, “travel”, “fitness/gym”,
* Twitter, Pinterest, and YouTube don’t have the best engagements
* Facebook, Instagram and TikTok has thousands of awareness and engagements