A black and blue logo with a star

Description automatically generated

**Audit Cheatsheet**

**1. Profile**

Logo:

* Is your logo clear and high-quality?
* Is it consistent across all platforms?

Bio:

* Does your bio clearly describe what your pub is about?
* Are your opening hours, location, and contact info easy to find?

Profile Links:

* Is your website or booking link updated and functioning?
* Are you using LinkTree? Do you have too many/enough relevant and updated links?

**2. Content**

* Are you using high-quality images and videos that represent your pub’s atmosphere and offerings?
* Are you posting a balanced mix of content across key themes (e.g., food & drinks, events, promotions, customer stories)?
* Are you utilising trending topics or seasonal themes in your content?
* Are you using a variety of formats (photos, videos (reels), carousels, and stories)?
* Have you included user-generated content (UGC)?

**3. Engagement**

* Are you responding to comments on your posts?
* Are you engaging with customers who mention or tag your pub?
* Are you encouraging conversation (questions, polls, prompts)?
* Are you responding to DMs in a timely manner?
* Do you have a process for managing common inquiries (e.g., reservations, menu inquiries)?
* Are you engaging with other local businesses, influencers, or community events in your posts or comments?
* Are you actively responding to reviews on platforms like Facebook and Google?

**4. Growth:**

* Have you run any social media competitions - and how did they perform?
* Have you collaborated with any local influencers?
* Are you using paid advertising?

**5. Measurement:**

Followers & Growth:

* Is your follower count growing steadily?
* Are you attracting the right kind of followers (local, relevant demographics)?

Engagement Rates:

* How many likes, shares, comments, or saves do your posts typically receive?
* Are certain types of content (videos, promotions, behind-the-scenes) performing better than others?

Web Traffic & Conversions:

* Are you tracking how much traffic your social media is driving to your website or booking platform?
* Are you able to convert followers into customers (via offers, events, etc.)?

Metrics & Analytics:

* Are you reviewing social media analytics regularly (e.g., reach, impressions, click-through rates)?
* Are you adjusting your strategy based on the performance data?

This checklist can help ensure that your pub’s social media presence is effective, on-brand, and engaging for your audience, while also driving tangible results for your business.