

Fall Social Media Audit Checklist

The Exact Questions Rise Up Growth Lounge Members Use to Transform Their Strategy

A Free Resource from Rise Up Growth Lounge

Welcome to Your Social Media Transformation!

This audit checklist contains the exact strategic questions our Rise Up Growth Lounge members use during their weekly Content Harvest Hour to identify what's working (and what's not) in their current social media strategy.

Before you begin: Gather your social media analytics from the past 30 days. Most platforms have built-in analytics, or you can use tools like Instagram Insights, Facebook Analytics, or third-party apps.

Time needed: 45-60 minutes for a thorough audit

What you'll discover: Clear insights into why your current social media isn't converting followers into clients (and exactly how to fix it)

PART 1: Content Performance Analysis

Your Top-Performing Content (Business Lens)

Step 1: List your top 5 posts from the past 30 days based on meaningful engagement (comments, saves, shares - NOT just likes)

Post 1:

- Caption/Topic: _____
- Platform: _____
- Meaningful engagement count: _____
- What business goal did this support? _____

Post 2:

- Caption/Topic: _____
- Platform: _____
- Meaningful engagement count: _____
- What business goal did this support? _____

Post 3:

- Caption/Topic: _____
- Platform: _____
- Meaningful engagement count: _____
- What business goal did this support? _____

Post 4:

- Caption/Topic: _____
- Platform: _____
- Meaningful engagement count: _____
- What business goal did this support? _____

Post 5:

- Caption/Topic: _____
- Platform: _____
- Meaningful engagement count: _____
- What business goal did this support? _____

Strategic Analysis Questions

What common themes do your top posts share?

Which posts sparked real conversations (not just emoji responses)?

What content made people save or share your posts?

Which posts led to profile visits or DMs?

What topics made your audience say "This is exactly what I needed!"?

PART 2: Audience Connection Assessment

Comment Quality Analysis

Review the comments on your top 5 posts and answer:

How many comments show genuine engagement vs. surface-level responses?

- Genuine engagement comments: _____
- Surface-level comments (emojis, "great post"): _____

What language does your audience use to describe your content? Write down 5-10 phrases your audience used:

- _____
- _____
- _____
- _____
- _____
- _____

What questions is your audience asking in comments?

- _____
- _____
- _____

Which posts generated the most "How do I..." or "Where can I..." questions?

DM and Inquiry Analysis

How many business inquiries did you receive from social media in the past 30 days? Total inquiries: _____

Which posts or content types led to these inquiries?

What common themes appear in your DMs?

- Questions: _____
- Compliments: _____
- Business interest: _____

PART 3: Content Strategy Evaluation

Content Pillar Assessment

How many different topics did you cover in the past 30 days? Total topics: _____

List your main content themes:

- Theme 1: _____
- Theme 2: _____
- Theme 3: _____
- Theme 4: _____
- Theme 5: _____
- Theme 6: _____
- Theme 7: _____
- Theme 8: _____

Which themes got the most engagement? Top 3 themes by engagement:

1. _____
2. _____
3. _____

Which themes align most with your business goals?

Which themes felt most authentic and energizing to create?

Content-to-Business Alignment Check

How many of your posts directly addressed your ideal client's pain points? Number of posts: _____

How many posts showcased your expertise/services without being salesy? Number of posts: _____

How many posts were purely inspirational/motivational with no business connection?
Number of posts: _____

What percentage of your content supports your business goals? Percentage: _____%

PART 4: Metrics That Matter for Business

Beyond Vanity Metrics

Profile visits in the past 30 days: _____

Website clicks from social media: _____

Email signups from social media: _____

Discovery vs. followers engagement:

- What % of engagement comes from followers vs. new people? _____%

Story engagement:

- Average story views: _____
- Story replies/DMs: _____

Content saves (indicates value):

- Total saves across top posts: _____

Content shares (indicates impact):

- Total shares across top posts: _____

Business Impact Assessment

How many leads came directly from social media this month? Total leads: _____

How many clients/sales came from social media this month? Total clients: _____ Total revenue: \$_____

What's your current social media ROI?

- Time spent on social media weekly: _____ hours
- Business results generated: \$_____
- ROI feeling (1-10 scale): _____

PART 5: What's NOT Working

Content That Flopped

Which posts got the least engagement? List 3 low-performing posts:

1. _____
2. _____
3. _____

What do these posts have in common?

Which content felt forced or inauthentic to create?

What topics did you post about that got zero business interest?

Time and Energy Drains

What social media activities take the most time but generate the least results?

Which platforms feel like energy drains vs. energizing?

- Energy drains: _____
- Energizing: _____

What trends did you follow that didn't align with your brand?

PART 6: Strategic Insights & Next Steps

Your Audit Revelations

What's your biggest insight from this audit?

What's working that you should do more of?

What should you stop doing immediately?

What gap exists between your content and your business goals?

Your Fall Strategy Foundation

Based on your audit, identify your 4 core content pillars:

Pillar 1: _____

- Why it matters to your audience: _____
- How it supports your business: _____

Pillar 2: _____

- Why it matters to your audience: _____
- How it supports your business: _____

Pillar 3: _____

- Why it matters to your audience: _____
- How it supports your business: _____

Pillar 4: _____

- Why it matters to your audience: _____
- How it supports your business: _____

Your One Priority Action

Based on this audit, what's the ONE thing you'll change about your social media strategy starting this week?

Your Fall Social Media Ritual Action Plan

Week 1 Focus:

Based on your audit insights, your focus this week should be:

Content to Create:

- 1 post addressing your audience's most-asked question
- 1 post showcasing your expertise in your top-performing theme
- 1 behind-the-scenes post that builds connection

Engagement Strategy:

- Spend 15 minutes daily engaging with your ideal clients' content
 - Respond to every comment within 24 hours
 - Share one valuable resource in your stories
-

Ready to Transform Your Strategy?

Congratulations! You've just completed the same strategic audit that Rise Up Growth Lounge members use to transform their social media into client-generating machines.

What Our Members Discovered:

Sarah: Realized 80% of her content wasn't serving her business goals - refined her strategy and landed an \$8,000 client in 6 weeks.

Marcus: Discovered his behind-the-scenes content converted 10x better than polished posts - doubled his email list using this insight.

Jessica: Found that only 2 of her 8 content themes generated business interest - focused on those 2 and booked out her services.

Your Next Steps:

- ✅ **Immediate Action:** Implement your one priority action this week
 - ✅ **Strategic Planning:** Use your 4 content pillars to plan next month's content
 - ✅ **Community & Support:** Consider joining other entrepreneurs who are growing strategically in Rise Up Growth Lounge
-

Want Expert Guidance for Your Fall Transformation?

This audit is just the beginning. Inside **Rise Up Growth Lounge**, you get:

 **Complete Fall Social Media Ritual Framework** - The exact 8-week system our members use to transform their results

 **Expert Social Media Mentoring** - Personalized guidance to implement your audit insights

 **Supportive Community** - Connect with entrepreneurs who understand your journey

 **Complete Strategy Library** - Everything you need in one place

 **Weekly Group Coaching** - Get your questions answered and stay accountable

Special Fall Offer for Audit Completers:

Since you've taken action with this audit, you're exactly the type of strategic entrepreneur who thrives in Rise Up Growth Lounge.

[Join Rise Up Growth Lounge Today] and get:

-  Immediate access to the complete Fall Social Media Ritual Template
 -  Free strategy session to customize your 8-week transformation plan
 -  Bonus: Content Pillar Refinement Workshop
 -  30-day money-back guarantee
-

Questions about your audit results? Email us at [support@riseupgrowthlounge.com] - we love helping entrepreneurs turn insights into action!

Share your biggest audit insight on social media and tag us @RiseUpGrowthLounge - we celebrate every step of your growth journey!

Remember: The entrepreneurs who see the biggest social media ROI aren't the ones posting the most - they're the ones posting with the most intention.

Your fall transformation starts with the insights you just uncovered. Now it's time to turn those insights into results.

© Rise Up Growth Lounge - Fall Social Media Audit Checklist

Want more strategic resources like this? Join our community of intentional entrepreneurs at RiseUpGrowthLounge.com