

SM Audit Template

| Platform | Visit Frequency | Tone/ Voice of Platform | # of Followers | # Following | Your Post Frequency | Topic Types |
|----------|-----------------|-------------------------|----------------|-------------|---------------------|-------------|
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|-----------|--------------------------|
| Facebook | Personal Connections |
| LinkedIn | Professional Connections |
| Instagram | Trends |
| Twitter | Learning |
| YouTube | Sharing |
| Pinterest | Engagement |
| Discord | Demo |
| Twitch | |
| MeWe | |
| etc. | |

SM Audit Template

| Follower Activity | |
|------------------------------|--|
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Subscribe
Get Notification
Share
Visit Website
Comment
Book Appointment