

Social Media Audit								
Prepared for Densification, Inc.								
2/28/2023								
			Strategy / Purpose		Post Frequency		Content Shared	
Platform	Page or Group (Insert Link)	Engagement 1-10: Strictly informing (1-4), Inspiring action (5-6), Engaging (7-10)	Observed	Recommended	Current	Recommended	Current	Recommended
Facebook	facebook.com/nameofpagehere	2; Rarely to no interaction	Mostly push only; also crossposts auto to Twitter which is a bad practice	Highlight products, highlight STORIES, advertise partnerships, success stories, educate client base	Irregular	Up to 2 times a day, research shows that more than this people turn brands off; organic is not what it once was though - mix with ads	Appears mostly push of info	More video content; blog posts could be useful
LinkedIn	https://www.linkedin.com/company/densification/	2; low interaction, no posts	No posts, origin information given, 208 followers	Post about products, employees, and clients	Irregular	Up to two times a week, showing what employees are doing, as well as how current projects are going.		
Twitter	https://twitter.com/densification?lang=en	3; low interaction, very few posts	Holiday posts, site visits, 156 followers	Repost content, more personable	Irregular	Post, or repost, multiple times a day to show accomplishments and progress		
Website	http://www.densification.com/	4; lots of important information, not appealing to the eye	Tweets featured on main page, unavailable video, very informational	Change design of website	N/A			