



## SOCIAL MEDIA & DIGITAL PRESENCE - HEALTH CHECK

Please review each question and answer BOTH sections: ✓ Yes/No

✓ Confidence Rating (1 = Not confident, 5 = Fully confident)

### Social Media Strategy & Content Planning

You have a clear social media strategy aligned with your business goals.

Yes  No  | Confidence: 1  2  3  4  5

Your content pillars are defined (educational, promotional, value-based, etc.).

Yes  No  | Confidence: 1  2  3  4  5

You plan your content in advance using a weekly or monthly calendar.

Yes  No  | Confidence: 1  2  3  4  5

Your visuals and messaging follow a consistent brand style.

Yes  No  | Confidence: 1  2  3  4  5

You regularly review insights to refine your strategy.

Yes  No  | Confidence: 1  2  3  4  5

### Social Media Management (FB, Instagram, LinkedIn, TikTok)

You actively manage and update your social media accounts.

Yes  No  | Confidence: 1  2  3  4  5

Your profiles are fully optimized (bio, links, highlights, branding).

Yes  No  | Confidence: 1  2  3  4  5

You maintain a consistent posting schedule across platforms.

Yes  No  | Confidence: 1  2  3  4  5

You tailor content to each platform instead of posting identical material.

Yes  No  | Confidence: 1  2  3  4  5

Your audience growth reflects your industry and content efforts.

Yes  No  | Confidence: 1  2  3  4  5

## **Paid Ads Campaigns**

You use paid advertising to increase reach or conversions.

Yes  No  | Confidence: 1  2  3  4  5

You have clear goals for your ad campaigns (traffic, leads, sales).

Yes  No  | Confidence: 1  2  3  4  5

You track and analyze the performance of your ads.

Yes  No  | Confidence: 1  2  3  4  5

You understand your target audience for paid ads.

Yes  No  | Confidence: 1  2  3  4  5

You regularly test different creatives or audiences (A/B testing).

Yes  No  | Confidence: 1  2  3  4  5

## **Community Growth & Engagement**

You actively respond to comments, messages, and mentions.

Yes  No  | Confidence: 1  2  3  4  5

You use engagement strategies (polls, questions, stories, lives).

Yes  No  | Confidence: 1  2  3  4  5

You collaborate or network with relevant creators or partners.

Yes  No  | Confidence: 1  2  3  4  5

You track engagement metrics such as saves, shares, and comments.

Yes  No  | Confidence: 1  2  3  4  5

You have a plan to nurture and grow your online community.

Yes  No  | Confidence: 1  2  3  4  5

## **SEO Optimization, Hashtag Research & Influencer Partnerships**

You use hashtags and keywords strategically to increase visibility.

Yes  No  | Confidence: 1  2  3  4  5

You research trending and industry-specific hashtags regularly.

Yes  No  | Confidence: 1  2  3  4  5

Your website or landing pages are optimized for search engines (SEO).

Yes  No  | Confidence: 1  2  3  4  5

You work with influencers or partners when appropriate.

Yes  No  | Confidence: 1  2  3  4  5

You track results from collaborations and organic reach improvements.

Yes  No  | Confidence: 1  2  3  4  5

**NOTES:**

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 **Call-to-Action**

If this assessment highlighted areas you want to improve, we can help.  
Send us a message-let's strengthen your digital presence and grow your business together.