Project Title: Company Social Media Audit

Project Category: Company Contribution

Objective: Conduct an audit of your company's current social media presence and provide clear, professional suggestions for improvement. This helps the organization better engage with its audience and maintain a strong brand image online.

Step-by-Step Instructions:

Step 1: Identify Active Platforms - Ask your supervisor or search online to find out: - Which platforms the company uses (e.g., Instagram, LinkedIn, Facebook, X/Twitter, TikTok) - Who manages the accounts - What goals they have for their social media presence (e.g., recruitment, brand awareness, client engagement)

Step 2: Gather Data - Review the company's most recent 10–15 posts on each platform. - Record the following in a spreadsheet or notebook: - Date of post - Content type (photo, video, quote, article, etc.) - Engagement (likes, comments, shares, views) - Post tone and professionalism - Use of hashtags, branding, or call-to-action

Step 3: Analyze Strengths and Areas to Improve - What kinds of posts performed best? - Is the posting schedule consistent? - Are the visuals high quality and on-brand? - Is the messaging clear, engaging, and professional? - Is the account interacting with followers?

Step 4: Research Best Practices - Do quick research or look at competitor accounts for: - Posting frequency - Creative content ideas - Use of reels, stories, or highlights - Branding techniques (logos, colors, language)

Step 5: Create Your Audit Report Structure your document into clear sections: 1. **Platform Overview** – Which platforms are active and how often they're used 2. **What's Working** – Types of posts or strategies that are strong 3. **Opportunities for Improvement** – Specific areas to strengthen 4. **Top 3 Suggestions** – Clear, actionable ideas (ex: "Post weekly student spotlight" or "Use consistent color themes") 5. **Example Inspiration** – Screenshots or links from similar companies that do it well

Step 6: Review with Supervisor - Share the report and walk them through your findings and ideas. - Ask for feedback and see if they'd like you to try implementing any of the suggestions.

Deliverables: - Completed Social Media Audit Report (2–3 pages) - Optional: Spreadsheet or chart comparing engagement metrics - Optional: List of 3–5 post ideas you could help draft or design

Estimated Timeline: 1–2 weeks

Skills Practiced: - Critical thinking and digital literacy - Social media strategy - Research and benchmarking - Written communication - Creativity and professionalism