

Social media *scorecard*

BRAND _____
PERIOD _____

PLATFORM	HANDLE	FOLLOWERS	POSTS / WEEK	AVG ENGAGEMENT %	PROFILE COMPLETE ✓	VISITS TO SITE	SCORE /10
LinkedIn							
Instagram							
Facebook							
TikTok							
YouTube							
X / other							

Engagement rate = (likes + comments + shares + saves) ÷ followers × 100, averaged over the period. Use each platform's own insights and the same date range for all.

Goals and audience

Main goal of social	
Ideal follower	
Top 3 competitors / peers	
What they do better	

Top 5 posts

POST / HOOK	PLATFORM	FORMAT	PILLAR	ENGAGEMENT	WHY IT WORKED

Bottom 5 posts

POST / HOOK	PLATFORM	FORMAT	PILLAR	ENGAGEMENT	WHAT TO CHANGE

Content mix

Educate Tips, how-tos, answers % of posts	Behind the scenes Team, process, story % of posts	Proof Results, reviews, cases % of posts	Offer Services, events, CTAs % of posts
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A healthy mix for most brands: about 50% educate, 20% behind the scenes, 20% proof, 10% offer.

Checklist & 90-day plan

TICK WHAT PASSES

PROFILES

- ☐ Same name, photo and title on every platform
- ☐ Bio says who you help and how, with a link
- ☐ Banner or highlights show your offer
- ☐ Contact or booking link works

CONTENT

- ☐ A clear posting rhythm you keep every week
- ☐ 3-4 content pillars, no more than 1 in 5 posts selling
- ☐ Native formats: carousels, short video, documents
- ☐ Strong first line or first 2 seconds on each post

ENGAGEMENT

- ☐ Comments answered within 24 hours
- ☐ You comment on others' posts weekly
- ☐ Messages checked daily
- ☐ Followers' questions turned into posts

GROWTH & LEADS

- ☐ One free resource or lead magnet promoted monthly
- ☐ Links tracked with UTM tags
- ☐ Executive or founder posting personally
- ☐ Best posts repurposed across platforms

MEASUREMENT

- ☐ Engagement rate tracked monthly
- ☐ Website visits from social tracked in Analytics
- ☐ Leads from social counted
- ☐ Results reviewed and the plan adjusted monthly

Month 1

Fix profiles and basics

Success looks like

Month 2

Rebalance content and rhythm

Success looks like

Month 3

Add lead generation

Success looks like