**What is a Social Media Audit?**

As companies and brands seek to maximize their reach and make their voice heard through various social media platforms, it is crucial for them to monitor and review their actions and the corresponding data very frequently. The most efficient way for them to do this is through conducting a *social media audit*. A social media audit is an in-depth breakdown of all the social media platforms a company is using actively. This involves a deep-dive review of their presence, activity, and performance.

**A Breakdown of Buhi’s Social Media Audit**

Buhi Bags is a fictional online retail brand that sells various types of luggage and bags. This brand is presented to students through a variety of different simulations that focus on different aspects of digital marketing. In Buhi’s social media marketing simulation, they provide a detailed social media audit for students to refer to and take notes on. In this audit they list each social media platform they are present on, including:

* Facebook
* Instagram
* Tik Tok
* Pinterest
* Twitter

Additionally, they provide demographic statistics for each platform’s audience, the best and worst times to post, and the growth rate of each platform. Below is an example breakdown of Buhi’s Facebook audience.

**How to Utilize Buhi’s Audit**

Not only does Buhi provide a social media audit, but they also supply students with in-depth breakdowns of each target market. These breakdowns include each market’s age, income, marital status, interests, and the bag type there are in the market for. Using both the buyer persona breakdown and the social media audit, we are then able to select a market to focus our time and funds on. Once a target persona has been selected, the social media audit must be reviewed and compared to the demographics of the chosen buyer persona. Through this comparison, it is possible to identify the most effective means and platform to reach this market through.