

■ Social Media Audit Checklist

Audit Your Instagram & WhatsApp in 30 Minutes

Profile Completeness

- Professional profile photo (clear, recognizable)
- Business name matches what customers search for
- Bio clearly states what you do
- Contact button visible (phone, email, or WhatsApp link)
- Website or link in bio (if applicable)

Content Quality

- Posts are high-quality photos/videos
- Captions are clear and engaging
- Posts show your products/services clearly
- Consistent posting schedule (at least 2x per week)
- Using relevant hashtags (5-10 per post)

Engagement

- Responding to comments within 24 hours
- Replying to DMs promptly
- Using Stories to stay visible
- Engaging with other local businesses
- Asking questions to encourage comments

Conversion Potential

- Clear pricing visible in posts or bio
- Call-to-action buttons (Shop, Book, Contact)
- WhatsApp link in bio for easy ordering
- Product catalog or highlights organized
- Customer testimonials or reviews visible

Profile Setup

- Business name is professional and clear
- Business description explains what you offer
- Business hours are set and accurate
- Contact information is complete
- Profile photo is professional

Product Catalog

- Catalog is set up (if selling products)
- Products have clear descriptions
- Prices are in TTD and accurate
- Product photos are high-quality
- Categories are organized logically

Automation & Responses

- Quick replies are set up for common questions
- Away message explains your response time
- Greeting message welcomes new customers
- Response time is under 1 hour
- All messages are answered within 24 hours

Integration

- WhatsApp link is in Instagram bio
- WhatsApp button is on your website (if applicable)
- Customers know how to reach you via WhatsApp
- Payment methods are clearly stated
- Delivery/pickup options are explained

■ SCORING YOUR AUDIT

30-35 ✓ = **Excellent!** You're ready to scale.

25-29 ✓ = **Good foundation.** Focus on engagement.

20-24 ✓ = **Room for improvement.** Start with profile optimization.

Below 20 ✓ = **Major gaps.** Prioritize basics first.