

Social Media Health Check 2018

To read the full original article, please visit: www.pplimited.com/socialmediahealth-check2018

	Your Score (half or full point)
<input type="checkbox"/> 1. Are your follower numbers growing?	
<input type="checkbox"/> 2. Do you get solid and growing engagement?	
<input type="checkbox"/> 3. Is your social media plugged into Google Analytics?	
<input type="checkbox"/> 4. Do you use tracking links with your social media?	
<input type="checkbox"/> 5. Do you get high-quality traffic from social media?	
<input type="checkbox"/> 6. Are your social media fans in sync with your customers?	
<input type="checkbox"/> 7. Do you segment your social media communication?	
<input type="checkbox"/> 8. Have you activated pixels and lookalike audiences?	
<input type="checkbox"/> 9. Is your social media content more than 50% visual?	
<input type="checkbox"/> 10. Have you changed course due to social media feedback?	
<input type="checkbox"/> 11. Do you benchmark versus your competitors?	
<input type="checkbox"/> 12. Do you post less than 33% self-serving content?	

<input type="checkbox"/> 13. Do you schedule your social media posts? <input type="checkbox"/> 14. Do you naturally attract influencers to your channels? <input type="checkbox"/> 15. Are you accessible and approachable? <input type="checkbox"/> 16. Can you estimate your financial input and output? <input type="checkbox"/> 17. Are you tracking the 4 key metrics? <input type="checkbox"/> 18. Do you successfully use branded hashtags? <input type="checkbox"/> 19. Does your team link personal social media to you? <input type="checkbox"/> 20. How proud are you of your social media streams?	
TOTAL	/20

How did you perform?

If you need any help with doing your Social Media Healthcheck, contact us here: <http://www.pplimited.com/contact/>

And feel free to download your free Social Media Strategy Toolkit:

<http://www.pplimited.com/social-media-strategy-english>