

# Quick Win Worksheet: Social Media Audit



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Find out what's working, what's not, and how to fix it fast.

## STEP 1. Rate Your Social Media Foundations

Score yourself from **1 (Needs Work)** to **5 (Nailed It)** on each area below.

Be honest – this is about clarity, not perfection.

Area	Statement	1	2	3	4	5
Focus	I know exactly which platform my ideal clients use - and I focus on those.					
Strategy	I have clear goals for my social media (visibility, leads, sales, authority).					
Content	I post content that educates, engages, and converts - not random filler.					
Engagement	I actively reply, comment and message people to build relationships.					
Audience	I focus on building quality followers who are potential clients.					
Branding	My visuals, tone, and message are consistent across all platforms.					
Consistency	I post regularly and follow a content structure that fits my audience.					
Tracking	I review my analytics to see what's working and adjust accordingly					

**Score: Add up your total and see where you stand.**

- 32 - 40 Excellent - time to scale.
- 24 - 31 Strong foundation, minor tweaks needed.
- 16 - 23 Active but missing strategy or consistency
- Below 16 Posting without results - time to reset.



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## STEP 2. Reflect on Your Current Activity

### What Platforms are you using?

How many followers/connection do you have on each network.

Platform	LinkedIn	Instagram	Facebook	X(Twitter)	TickTok	YouTube	Other
Network							
Followers							

## STEP 3. What is working for you at the moment?

Which platform brings you engagement or Leads?	
What type of content gets the most reaction (Video, text, Carousel)?	
What do you feel stuck or unsure what to post?	
What are three small wins you've noticed lately?	

## STEP 4. Identify Your Gaps

Circle or note the two or three areas that have the lowest return.

Focus Area	What's not working?	Quick Fix Idea
Example: Engagement	I post but don't reply to comments.	Spend 10 Minutes a day replying and commenting.

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## STEP 5. Create Your 7-Day Action Plan

Choose one key focus area and take action this week.

Goal	Action Step	Deadline	Progress
<i>Example: Improve Consistency</i>	<i>Schedule 3 posts for next week</i>	<i>Friday</i>	<i>Done</i>

## STEP 6. Review and Reset

At the end of 7 days, check in with yourself:

What worked well? \_\_\_\_\_

What needs adjusting? \_\_\_\_\_

What will I do differently next week? \_\_\_\_\_

*Small, consistent actions beat random bursts every time.*

### *Alan's Bonus Tip.*

If social media feels like hard work with little reward, the problem isn't volume - it's focus.

*Clarity + Connection + Consistency  
= followers and Followers*

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## CONCLUSION: Turn Insights Into Action

You've just completed your Social Media Quick Win Audit — well done!  
Now you know exactly what's working, what's not, and where to focus next.

Social media success doesn't happen by luck. It's built through small, consistent actions that align with your goals, your audience, and your message.

*As you move forward, remember these three simple actions:*

**1. Clarity creates confidence.**

When you know who you're talking to and why, your content naturally connects.

**2. Consistency builds trust.**

Showing up regularly — even in small ways — is what turns followers into fans and fans into clients.

**3. Connection drives results.**

Every comment, reply, and conversation is a step closer to real opportunities.

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## Your Next Step

Don't stop here — take your insights and turn them into action.

- Revisit your lowest-scoring areas and plan one simple improvement per week.
- Review this worksheet again in 30 days to measure your progress.
- Keep learning, experimenting, and refining — that's how visibility becomes growth.

*If you'd like expert feedback on your audit or help building a results-driven strategy, let's connect:*

Book your free discovery call: [thedigitalmentor.ie/contact](https://thedigitalmentor.ie/contact)

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Let's make your social media work for you — consistently, confidently, and with clear purpose.