

Social Media Audit & Strategy

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[Client Name]

Social Media Strategy: Instagram, Tiktok, Youtube

What Are You: Video Game / Movie Content Creator

What/Who are your target markets: People who are fans of gaming & general entertainment

What are the demographics of the above: Anywhere from ages 18-40, men and women

Review of Follower Goals on Social Media

Place the numbers you'd like to achieve that are **realistic, tangible, and attainable** to achieve in 31 days.

What are your new goals for January 31st?

- Follower count Instagram by 1/31: 1250,
 - As of February 6th: **1,181**
- Subscription count, YT by 1/31: 3700
 - As of February 6th: **3.56K**
- Follower count Tiktok by 1/31: 2800
 - As of February 6th **2787 (you were really close here!)**

What are your new goals by February 29th?

- Follower count Instagram by 2/29: 1,500
- Subscription count, YT by 2/29: 3,700
- Follower count Tiktok by 2/29: 3,000

Strategy To Reach Follower Goals

Action Plans Discussed With Client

Instagram: Continued posts with different images of me and activities, try to make it more varied at times while still geared towards main focus. Gaming personality and perspective.

Youtube: Continue to make more videos based on gaming topics, adjust approach to podcasts and other videos along the way.

The current approach to podcasts: Audio podcast episodes on the channel, weekly uploads

Your adjusted new plan to approach podcasts and other videos:

Changing the format of the podcasts (audio mostly, but video in some cases). Looking at different topics within everything, and possibly including convos with other people (but not frequently), still weekly uploads.

Tiktok: More videos with various topics related to core main topics.

Main Topics: Gaming, Movies, TV, pop-culture/entertainment-centric discussions (reviews, opinions, views from places/events).

Views and Engagement on Social Media

Place the numbers you'd like to achieve that are **realistic, tangible, and attainable** to achieve in 31 days.

- Average **views** on Youtube videos by 1/31: ~200 views
- Average **likes** on Instagram posts by 1/31: 20-30 likes
- Average **views** on Tiktok by 1/31: 300-400 views

How you did in January:

- Average **views** on Youtube videos by 1/31: Goal ~200 views
 - 18 videos uploaded. Lowest view was 21 views,
 - Noteworthy hits: highest views were 3K and 1K.
Based on the total views of each video last month, your average view was **421**.
- Average **likes** on Instagram posts by 1/31: Goal 20-30 likes
 - 3 - 20 likes average
- Average **views** on Tiktok by 1/31: Goal 300-400 views
 - You reached this goal. Most of your videos last month were within the range you wanted to aim for. Great work! Tiktok seems to really be your strength for goal setting and achieving.

Place the numbers you'd like to achieve that are **realistic, tangible, and attainable** to achieve by February 29th

- Average **views** on Youtube videos by 2/29: 10-20 views

- Average **likes** on Instagram posts by 2/29: 20-30 likes
- Average **views** on Tiktok by 2/29: 30-50 views

Develop a Strategy and Plan for Your New Goals

Action Plans Discussed With Client

You've decided to experiment with posting content at different times of the day and on various days across your platforms. Previously, you mainly posted in the late morning or afternoon, but now you're keen to assess how changing these timings might impact your outreach. Additionally, you're planning to vary the kinds and number of hashtags used, exploring different phrases to pair with common ones to potentially increase post visibility. While previous results were intriguing, they weren't conclusive enough to draw firm conclusions. Therefore, you recognize the importance of allowing more time for analysis to gain clearer insights. You intend to implement these changes across all platforms and monitor how everything evolves week by week. This systematic approach will enable you to make informed decisions based on data-driven observations.

Content Creation Feedback To Help You Answer the Above

During our discussions, we emphasized the importance of balancing quality and quantity in your content strategy. While the current content is engaging, its frequency may overwhelm the average follower. Your prolific output is commendable; however, it carries the risk of diminishing returns. Consider the perspective of your audience: excessive postings might lead to disengagement, resulting in muting or unfollowing. Moreover, posting content back-to-back may cause some of your posts to be overlooked in users' feeds. It is imperative to avoid such scenarios and maintain optimal visibility and engagement for your brand.

Recommendations of Areas of Improvement:

Regarding the matter of selfies, we've previously discussed and observed a commendable reduction in their frequency, which is a positive development. However, I've recently noticed an increase in their occurrence. I recommend a strategic approach wherein one or two high-quality selfies are consolidated into a single carousel post, rather than multiple selfies in one album. It's crucial to maintain a balanced content mix and limit the frequency of selfies, perhaps to one post per week if necessary. Additionally, diversifying the main feed's subject matter will prevent an overload of personal images, ensuring a more diverse and engaging grid. While it may seem unconventional, this adjustment will enhance the overall appeal and effectiveness of your social media presence.

Regarding hashtag usage, it's essential to consider the specificity and relevance of the hashtags employed. Generic hashtags such as #selfie, #cleancut, and #style are oversaturated and may not effectively reach the intended audience. For Instagram, hashtags like #nintendo64 are overly popular, leading to your posts getting lost among countless others in the same tag. I suggest utilizing more precise and targeted hashtags that directly relate to the content of your post. Instead of broad terms

like #style or #selfie, consider tagging the exact product or subject featured in the image. For example, if the post showcases you holding a black umbrella, opt for hashtags like #blackumbrella or #targetumbrella, which are more specific and likely to attract relevant engagement. Similarly, for a post focusing on PlayStation, use hashtags like #playstationcommunity, #playstationgamer, and #playstationcollection, which are less saturated and better aligned with the post's theme. This strategic approach will enhance the visibility and impact of your posts within the desired audience.