



CRAFT YOUR SOCIAL MEDIA AUDIT AND EXPORT YOUR DATA

Social Media Competitive Audit Course
with Lauren Teague



**“There are no secrets to success.
It is the result of preparation, hard
work and learning from failure.”**

Gen. Colin Powell

Build the landscape

WHICH COMPETITORS, PEERS, OR SUB ACCOUNTS WILL YOU REVIEW YOUR BRAND WITH?

- Identify four companies or accounts to compare
- Stuck? Google your brand and see who appears
- Complete the table on the next page with your company and up to four competitors
- Make sure to get your [free trial](#) of Rival IQ to aid in this work

Build the landscape

COMPLETE THIS TABLE WITH YOUR COMPANY + 4 OTHERS TO COMPARE...
THEN [CLICK HERE](#) ADD TO A NEW RIVAL IQ LANDSCAPE

	[YOU]	#1	#2	#3	#4
CHANNEL \ BRAND					
Website					
Facebook					
Instagram					
Twitter					
LinkedIn					
[]					
[]					

Score keeping

THESE ARE THE ESSENTIAL SOCIAL METRICS YOU'LL WANT TO TRACK

- Review average performance for each account **over the last 30+ days**
- Document baseline metrics on **page 7**
 - Audience Size
 - Posts per Day and Total Activity
 - Total Engagement and Engagement Rate
 - Most Active Channel
 - Top Post Types

Helpful data resources

THESE TOOLS CAN ASSIST IN GATHERING OR VALIDATING COMPETITIVE DATA

- **Rival IQ:** Competitive benchmarking and analytics
- **SparkToro:** Twitter SparkScore and Fake Followers Audit
- **UnionMetrics:** Twitter & Instagram Checkups
- **Followerwonk:** Twitter bios and account comparisons
- **Phlanx:** Instagram Influencer Audit
- **Iconosquare:** Instagram and Facebook Audit
- **SocialBakers:** Performance Reports and Persona Template
- **Audiense:** Twitter audience segmentation

Benchmark recent performance

USE RIVAL IQ TO GATHER BASELINE SOCIAL METRICS FROM THE PAST 30 DAYS

	[YOU]	#1	#2	#3	#4	LANDSCAPE AVERAGE
METRIC \ BRAND						
Audience Size						
Posts per Day						
Engagements/ Post						
Engagement Rate						
Total Engagement						
Total Activity						
Most Active Channel						

Beyond the numbers

HOW DO COMPETITOR BRANDS SHOW UP IN SOCIAL MEDIA?

Identify how each brand positions itself in social media

- How do they use voice & tone to engage followers?
- Is there a distinct style of the graphics and video?
- What topics are they posting most often?
- Do they use emoji? Which ones?

Style & swag

OBSERVE BRAND VOICE & TONE AND THE VARIETY OF MEDIA USED IN SOCIAL POSTS

	BRAND	Voice & Tone of Post Copy	Look & Feel of Graphics & Video
[YOU]			
#1			
#2			
#3			
#4			

Something to talk about

USE RIVAL IQ'S [POPULAR TOPICS](#) & [SOCIAL POSTS](#) TO FIND TOP TOPICS AND EMOJI USED IN SOCIAL

	BRAND	Popular Topics	Emoji Used
[YOU]			
#1			
#2			
#3			
#4			
LANDSCAPE AVERAGE			

Highlight reel

WHAT ARE THE TOP POSTS FOR EACH BRAND—AND WHICH ONES ARE BIG WHIFFS?

- Rank all social posts by Engagement Rate (or whatever data point you feel is most important) to identify the Top 10 posts
 - For your brand alone
 - For the competitive group
- Find the bottom 10 posts by engagement rate, too

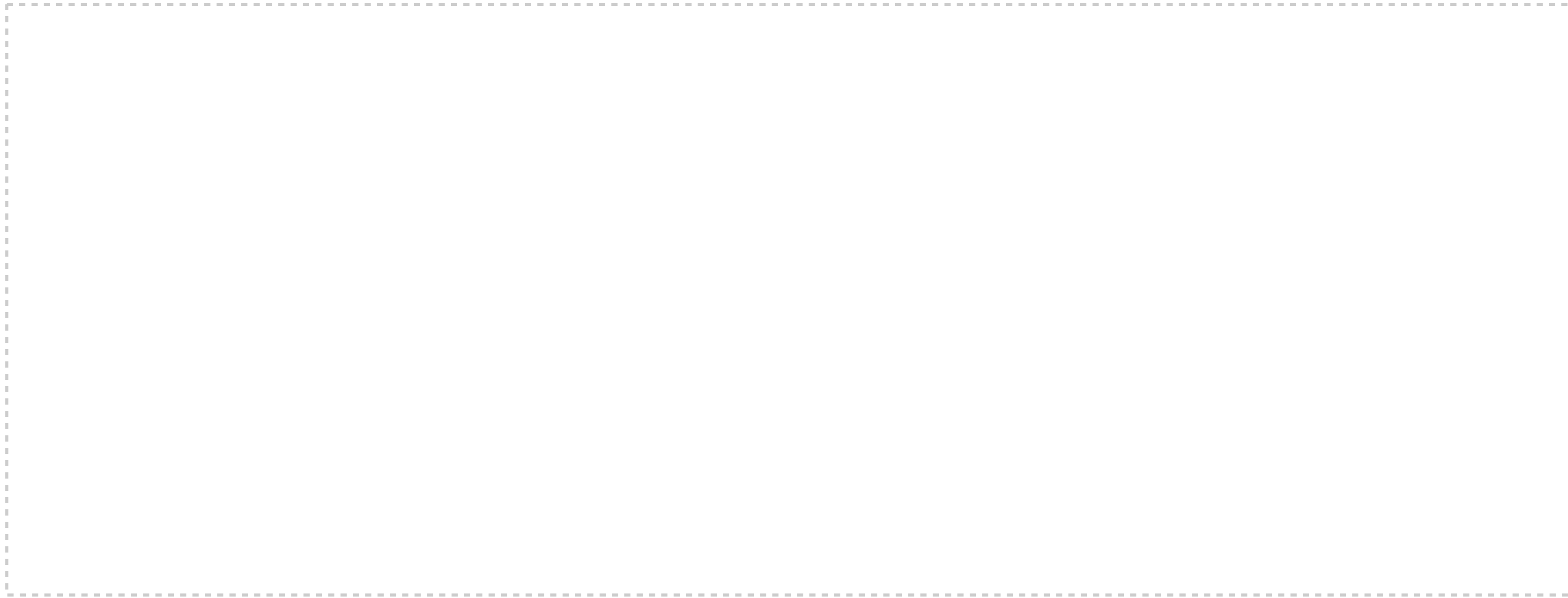
Top 10 highlights

CAPTURE YOUR TOP 10 POSTS BY ENGAGEMENT RATE



Highlight reel

CAPTURE THE LANDSCAPE'S TOP POSTS...
WHAT STRIKES YOU FROM THE VISUALS AND COPY?



Tough losses

CAPTURE THE BOTTOM 10 POSTS BY ENGAGEMENT RATE...
WHAT MAKES THESE DIFFERENT FROM THE TOP POSTS?



Tag, you're it

IDENTIFY THE BEST PERFORMING HASHTAGS USING RIVAL IQ'S [HASHTAG INSIGHTS](#)

	% of posts with hashtags	Most used hashtags	Most engaging hashtags
[YOU]			
LANDSCAPE AVERAGE			
NOTABLE			

Boosted & paid campaigns

IDENTIFY HOW YOUR COMPETITORS BOOST POSTS BY FILTERING FOR “[LIKELY BOOSTED](#)” FACEBOOK POSTS...
ALSO USE [FACEBOOK AD LIBRARY](#) TO SEE AD INSIGHTS FOR EACH BRAND

	[YOU]	#1	#2	#3	#4	LANDSCAPE AVERAGE
METRIC \ BRAND						
Total FB Posts						
Likely Boosted Posts						
Boosted Eng. Rate						
Organic Eng. Rate						
Most Boosted Post Type						
Top Day to Boost						
Ads & Variations from last month						

About Rival IQ

Rival IQ is an easy-to-use analytics tool that helps you:

Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—for **you and your competitors**.

Stay ahead of the competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate and respond to competitor activity before the market shifts.

Do more with your data

Dive deeper into your social media analytics with Facebook, Twitter, and Instagram Insights, boosted post detection, LinkedIn Insights, and so much more.

GET YOUR FREE TRIAL ►

Lauren Teague Digital marketing expert



www.laurenteague.com
[@LaurenTTeague](https://twitter.com/LaurenTTeague)



Lauren has been in the business of using social media and video since 2007. Using the proven processes she's developed to excel in marketing and communications, she now teaches others how to make messages relevant, connect with key audiences and succeed in business by using social media and content.

Rival
IQ