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# SOCIAL AUDIT WORKSHOP

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## OBJECTIVE

- Audit of social channels
  - Current state of affairs
  - Spotlight on best practice

## OUTPUT

1. What does good and bad look like
  2. Who does it well in your industry
  3. What are the 5 key things you need to implement
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**DATE** x

**TIME** x

**WHERE** x

**FACILITATOR** - Russ Mitchinson, Founder at Rebel Angel Strategy

## WHO

1. X
2. X
3. X

## PRE-WORK

- What is the key problem to solve?
- Audit of your social channels
  - Current state of affairs
  - Spotlight on best practice

AGENDA			
10.00	Welcome Agenda	10 mins	Russ
10.10	Social Audit - What is the biggest opportunity?  1. Social channels  2. Creative content	30 mins	Russ

10.40	Current state-of-affairs <ul style="list-style-type: none"> <li>• What does good look like?</li> <li>• What does bad look like?</li> </ul>	30 mins	Russ
11.10	Break	10 mins	ALL
11.20	Best practice spotlight <ul style="list-style-type: none"> <li>• Who's doing it well in your industry</li> </ul>	20 mins	Russ
11.40	Key things to implement x 5 <ul style="list-style-type: none"> <li>• Group work x 3</li> <li>• Criteria – Engaging, On brand &amp; Actionable</li> <li>• Voting x 3</li> </ul>	60 mins	Russ ALL
12.40	Summary	5 mins	Russ
12.45	Next steps	10 mins	Russ
12.55	Close	5mins	x

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## MATERIALS

- Butchers paper x3
- Water, Coffee & Tea x6
- Pens x6
- Posit-it notes x6