



Appendix V: Social Media Account Audit

Strategic Services specializes in running comprehensive social media audits for all City of Edmonton social media accounts including secondary accounts. These audits provide invaluable insights into account performance, audience engagement and content effectiveness. Through data-driven analysis, we ensure that every post, comment and interaction aligns with our mission of serving the community effectively.

We don't just communicate; we communicate strategically. Social media audits help shape a stronger, more informed, and highly engaged online Edmonton community.

Services we offer:

Account Performance Metrics

- Key Performance Indicators (KPIs)
- Metrics for Each Social Media Account (e.g., Followers, Engagement Rate)
- Benchmark Data (Comparison with Previous Periods)

Content and Brand Alignment Analysis

- Content Types (e.g., Posts, Images, Videos)
- Frequency of Posting
- Top-Performing Content
- Content Calendar (if applicable)
- Review of branding alignment both visual and written

Account Performance Metrics

- Audience Demographics (Age, Gender, Location)
- Audience Growth Trends
- Audience Engagement (Likes, Comments, Shares)

Risk Assessment

- Identified Risks in Social Media Activities
- Mitigation Strategies

Compliance and Standards

- Adherence to City of Edmonton Social Media Standards
- Compliance with Legal and Ethical Standards

Recommendations

- Actions to Improve Social Media Performance
- Strategies to implement based on specific goals

Appendices

- Supporting Documents and Reports
- Additional Data or Charts

Conclusion

- Summary of Key Findings
- Next Steps and Action Plan

Social Media Account Information Required

- ☐ List of City of Edmonton Social Media Accounts
- ☐ Account URLs/Handles
- ☐ Account Administrators/Managers
- ☐ Passwords

We understand that each social media presence is unique, and that's why we offer customized social media audits, carefully tailored to suit your area's specific needs and objectives.

Our expertise extends beyond generic assessments. Whether it's audience engagement, content effectiveness or compliance, we design audits that deliver precise insights, empowering you to make informed decisions and strengthen your digital presence with the City of Edmonton.

For more information feel free to contact Strategic Services at socialmedia@edmonton.ca.