

Page-level Content Audit for Social Media Integration

Step 1: Questions to consider.

- Determine the audiences and define goals for each.
- Does the existing content help the audience quickly attain the goals?
- What actions can the audience take within the existing content?

Step 2: Audit the existing content.

Page Information

URL:

Page title:

Audiences:

Goals:

Content Summaries (What are the objectives for each?)

Text

Images/graphics

Audio

Video

Actions (circle all that apply)

Read | Submit | Download | Join | Comment | Watch | Listen | Send | Bookmark | Tag

How well does the page attain the goals?

Step 3: List the opportunities for increasing the number of actions by integrating social media into the web content strategy.