







DECA Social Media Audit Worksheet

Use this worksheet to evaluate your chapter's or association's social media pages and discover the areas in which you excel or need some extra work.

10 POINT EVALUATION




Profile	Total Points	Areas of Strength	Areas of Weakness
			
			
			

PROFILE BRANDING

Profile	DECA Logo as Profile Picture	DECA Web Site Links on Profile	DECA Branded Photos on Profile?
			
			
			



OWNERSHIP

Profile	Username	Password	Creator
			
			
			



STREAMLINE POSTING PROCESS

Step 1	Step 2	Step 3	Step 4

Now that you've conducted your social media audit, you're ready to start tweeting, posting and sharing like a pro!