

WEEK 7 • UNIT 7 • AGENCY DIAGNOSTIC • 100 POINTS

Social Media Audit.

An agency level diagnostic. Judge whether a brand's social media effort makes sense given its audience, content, and outcomes, and write it as if a real client will read it.

🎯 Why This Assignment Matters

01

By now you understand who your users are and how they interact with brands. This assignment asks one core question.

THE CORE QUESTION



If this were an agency audit, would the client trust it? An audit is not about listing platforms or counting posts. It is about whether the effort makes sense given the audience, content, and outcomes.

📄 What You Will Produce

02

A diagnostic audit for your brand, written from an agency perspective, that reads as if delivered to a real client. This is not a content plan or a posting schedule. Focus on five areas only.

1. Social Media Footprint

Where the brand is active and where it is not, whether those platforms suit the audience, and signs of consistency, neglect, or misallocated effort.

2. Engagement And Audience Response

How audiences respond, by quality not just volume. Patterns in high performing and low performing content, and signals of trust or hesitation.

3. Performance Analysis And Insight

What the data suggests: what works and why, what is weak or misaligned, and where effort does not match audience interest.

4. Social Media ROI Reasoning

Exact ROI is not required. Reason through what the activity achieves, where effort likely exceeds return, and whether engagement connects to traffic, conversion, trust, or advocacy.

5. Content Matrix, Diagnostic

Map existing content by platform, purpose, format, and observed performance, so patterns and gaps are visible at a glance. It is a diagnostic tool, not a content list.

✓ What To Submit

03

- A written audit organised by the five sections above
- One diagnostic content matrix, as a table or visual
- Supporting charts or visuals where helpful

Use real data where possible. Avoid AI only summaries.

🔗 How To Approach It

04

- 1 **Inventory the accounts.** Every platform the brand uses, and where it is absent.
- 2 **Pull data and sample posts.** Engagement figures and a sample of recent content per platform.
- 3 **Build the content matrix.** Platform, purpose, format, observed performance.
- 4 **Interpret the patterns.** What works, what is weak, what is misaligned.
- 5 **Reason the ROI.** Where effort likely exceeds the return.
- 6 **Write it as one client ready document.** One agency voice across every section.

🔍 Where To Find Your Evidence

05

- | | |
|--|---|
| ⊕ Native platform insights. Instagram, Facebook, YouTube, TikTok. | ⊕ Public profiles, sampled by hand. Read the last twenty or so posts. |
| ⊕ Social Blade and similar. Follower and growth trends over time. | ⊕ Competitor profiles. A benchmark for what good looks like in the category. |
| ⊕ Engagement rate maths. Likes, comments, and saves over followers. | ⊕ Comment sentiment. Scan replies for trust, interest, or complaint. |
| ⊕ Off platform mentions. Reviews and press that reflect on the social effort. | ⊕ Owned analytics. Anything the brand can share with you. |

⚠ Common Pitfalls

06

LOSE MARKS HERE

- ⚠ Counting posts. Vanity metrics with no meaning. A platform list with no reasoning. A content list instead of a diagnosis. Sounding academic rather than like an agency briefing a client.

★ Raise Your Grade

07

FROM COMPLETE TO EXCELLENT

- ★ Benchmark against one real competitor. Compute a simple engagement rate so claims have a number behind them. Name the single biggest misallocation of effort. Tie findings back to your personas and journey maps. End every section with the so what for the client.

CRITERION	POINTS
Footprint and platform relevance. Platform choices and audience fit, justified with evidence.	20
Engagement and audience response. Patterns interpreted for quality, tied to trust or hesitation.	20
Performance analysis and diagnostic insight. Data translated into agency level insight.	15
Social media ROI reasoning. Realistic effort against return, connected to outcomes.	15
Content matrix. A structured matrix that reveals patterns and supports the conclusions.	20
Agency level cohesion. One cohesive deliverable, consistent style and logic.	10
Total	100

Before You Submit

9

- ☐ All five sections present, in an agency voice.
- ☐ Footprint covers where the brand is and is not active, with reasoning.
- ☐ Engagement analysed for quality and patterns; performance and ROI translate data into insight.
- ☐ Diagnostic content matrix included; real data used; charts support the argument.
- ☐ Reads as one cohesive, client ready document; one file, PDF or Word.

WHERE THIS LEADS

- ⦿ This audit proves you can read a brand's real performance, not just describe it. The diagnosis you produce here — what works, what is wasted, and where the opportunity sits — is exactly the evidence your final proposal, campaign project, and pitch presentation have to stand on. Every claim you make later should trace back to analysis like this.

AI use: AI tools may support your process, research, drafting, and feedback, but AI generated text, images, or summaries are not acceptable as core submitted content. Verify and cite everything you use. · **Submit:** upload on the course LMS, learning.hanyang.ac.kr.