

Social Media Governance Audit Worksheet

Purpose: Evaluate the security, ownership, governance, and operational readiness of your organization's social media ecosystem.

Company Information

Organization: _____

Date: _____

Completed By: _____

Review Period: _____

Section 1: Social Media Account Inventory

List every company-owned social media account.

Platform	URL/Profile Name	Primary Owner	Backup Owner	Active?

Questions

- Do we have a complete inventory of all social media channels?
- Are there any inactive, duplicate, or abandoned accounts?
- Are there any channels that employees created that the company does not formally own?
- Do we know who created each account?

Notes:

Score: ☐ Pass ☐ Needs Improvement

Section 2: Ownership & Access Review

Questions

- Does the company own all accounts?
- Is any account tied exclusively to a personal email address or personal phone number?
- Does every platform have a designated owner?
- Does every platform have a documented backup owner?
- Is access removed immediately when employees or contractors leave?

Areas of Concern:

Score: ☐ Pass ☐ Needs Improvement



Section 3: Password Management & Policies

Questions

- Where are account passwords stored?
- Does every platform have a unique password?
- Do passwords meet company complexity requirements?
- Are credentials securely shared rather than emailed or stored in spreadsheets?
- Is there a documented password management policy?
- Are passwords updated regularly and when ownership changes occur?

Areas of Concern:

Score: ☐ Pass ☐ Needs Improvement

Section 4: Multi-Factor Authentication (MFA)

Questions

- Is MFA enabled on every platform where available?
- Is MFA enabled on connected email accounts?
- Do we know who receives MFA prompts?
- Are recovery procedures documented?

Notes:

Score: ☐ Pass ☐ Needs Improvement

Section 5: Third-Party Access Review

Agencies, Vendors & Contractors

Vendor	Access Level	Still Needed?	Reviewed Date

Questions

- Do third parties have only the access they need?
- Is their access reviewed annually?
- Do contracts specify account ownership?
- Do we remove access immediately when engagements end?
- Have we verified MFA is used where appropriate?

Risk Notes:

Score: ☐ Pass ☐ Needs Improvement



Section 6: Connected Apps & Tools

Examples: Canva, Meta Business Suite, Linktree, Hootsuite, Hubspot, etc.

Questions

- Have all integrations been reviewed within the last year?
- Are there any unnecessary integrations?
- Are inactive tools disconnected?
- Do we know who manages each integration?

Notes:

Score: ☐ Pass ☐ Needs Improvement

Section 7: Content Governance

Questions

- Do we have a documented social media policy?
- Do we have content approval workflows?
- Do employees know what can and cannot be posted?
- Are compliance requirements documented and shared with employees?

Content Review Risks

Have any of the following occurred?

- ☐ Wrong account posting
- ☐ Client information exposed
- ☐ Security badge visibility
- ☐ Internal information visible in photos
- ☐ Unapproved announcements
- ☐ Confidential information disclosed

Notes:

Score: ☐ Pass ☐ Needs Improvement

Section 8: Business Continuity & Recovery

If your primary social media manager is unavailable tomorrow...

Questions

- Can another employee access all accounts?
- Are recovery methods documented?
- Does account ownership documentation exist?

Confidence Rating

How confident are you that your organization could regain access to every social media account within 24 hours?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Notes:

Score: ☐ Pass ☐ Needs Improvement



Section 9: Governance Scorecard

Rate each category based on your answers.

Category	Status
Account Inventory	☐ Green ☐ Yellow ☐ Red
Ownership	☐ Green ☐ Yellow ☐ Red
Password Management	☐ Green ☐ Yellow ☐ Red
MFA	☐ Green ☐ Yellow ☐ Red
Third-Party Access	☐ Green ☐ Yellow ☐ Red
Content Governance	☐ Green ☐ Yellow ☐ Red
Business Continuity	☐ Green ☐ Yellow ☐ Red

Top 3 Priorities for This Year

1.	
2.	
3.	

