

Social Media Design Audit

Assess your social media design across brand identity, platform optimization, accessibility, and governance

How to Use This Checklist

Rate each question using this scale:

0 = Not doing this / Significant gap | 1 = Sometimes / Inconsistent | 2 = Always / Strong

Add up your total score: _____ / 60 points

Section 1: Brand Consistency

Does your social content consistently reflect your brand identity?

Question	0	1	2	Score
1. Do all your social assets use your brand's approved color palette? <i>Why: Color consistency builds instant recognition</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
2. Is your logo used correctly across all platforms (sizing, spacing, placement)? <i>Why: Logo misuse damages brand credibility</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
3. Do you use consistent fonts/typography across all social content? <i>Why: Typography consistency strengthens identity</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
4. Does your visual style remain consistent across platforms? <i>Why: Helps audiences recognize your content instantly</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
5. Do your designs reflect your brand's tone and personality? <i>Why: Visual identity should match brand voice</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
6. Do you maintain consistent iconography and illustration style? <i>Why: Reinforces visual brand language</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
Section 1 Subtotal:				___/12

Section 2: Platform Optimization

Are your designs optimized for each platform's unique requirements?

Question	0	1	2	Score
7. Are you using optimal image sizes and aspect ratios for each platform? <i>Why: Wrong sizes result in cropped or pixelated content</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
8. Do you adapt design layouts for each platform's best practices? <i>Why: What works on Instagram doesn't work on LinkedIn</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---

9. Are your designs optimized for mobile viewing? <i>Why: 80%+ of social media consumed on mobile</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
10. Do you use platform-specific features (Stories, Reels, Carousels)? <i>Why: Platform-native formats get better reach</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
11. Are your text overlays readable at thumbnail size? <i>Why: Most users see content small in feeds first</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
12. Do you follow motion/animation best practices for video content? <i>Why: Loop duration, captions, and motion affect engagement</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
Section 2 Subtotal:				___/12

Section 3: Design Quality & Effectiveness

Are your designs professional, engaging, and conversion-focused?

Question	0	1	2	Score
13. Do your designs have clear visual hierarchy and focal points? <i>Why: Guides viewer's eye to key message/CTA</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
14. Is there adequate white space (not cluttered)? <i>Why: Cluttered designs reduce engagement</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
15. Do you use high-quality images (not pixelated or generic stock)? <i>Why: Image quality = brand quality perception</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
16. Are your CTAs visually prominent and clear? <i>Why: Drives click-throughs and conversions</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
17. Do your designs stop the scroll (bold, eye-catching)? <i>Why: Competing with infinite content</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
18. Do you use consistent CTA design treatment (buttons, text style)? <i>Why: Recognition builds trust and action</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
19. Is overlay text legible on small mobile screens? <i>Why: Mobile users abandon hard-to-read content</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
Section 3 Subtotal:				___/14

Section 4: Accessibility & Inclusive Design

Is your content accessible to all audiences?

Question	0	1	2	Score
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20. Do your color combinations meet 4.5:1 contrast ratio for text? <i>Why: Required for readability and legal compliance</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
21. Do you include alt text for all images? <i>Why: Essential for screen readers and SEO</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
22. Do your videos include captions/subtitles? <i>Why: 85% of video watched without sound</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
23. Do you use minimum text sizes (16px or larger for body text)? <i>Why: Ensures readability across devices</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
24. Are your designs colorblind-friendly (not relying on color alone)? <i>Why: 8% of men, 0.5% of women are colorblind</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
Section 4 Subtotal:				___/10

Section 5: Governance & Workflow

Do you have systems to maintain consistency at scale?

Question	0	1	2	Score
25. Do you have a documented asset approval process? <i>Why: Prevents off-brand content from being published</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
26. Do you use version control and clear naming conventions? <i>Why: Avoids using outdated or wrong assets</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
27. Are brand guidelines documented and accessible to all creators? <i>Why: Can't follow guidelines that don't exist or can't be found</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
Section 5 Subtotal:				___/6

Section 6: Performance & Measurement

Are you measuring and optimizing design performance?

Question	0	1	2	Score
28. Do you run pre-publish quality checks (resolution, alignment, CTA clarity)? <i>Why: Catches errors before audience sees them</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
29. Do you track post-publish performance (engagement, saves, clicks)? <i>Why: Links design decisions to business outcomes</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---
30. Do you test creative variations and review performance monthly? <i>Why: Continuous improvement beats one-time effort</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	---

Section 6 Subtotal:

____/6

Your Design Audit Score

TOTAL SCORE: _____ / 60

52-60 Points	Excellent: Your social designs are strong, on-brand, and accessible. Focus on questions where you scored 0-1 for minor optimizations. Our templates can save time while maintaining your high standards.
38-51 Points	Good: Solid foundation with some gaps. Prioritize Brand Consistency (Section 1) and Accessibility (Section 4), then implement our templates to address platform and design quality issues.
23-37 Points	Needs Work: Significant inconsistencies across brand, platform, and accessibility. Start with Governance (Section 5) to establish workflow, then use our template library for immediate improvement.
0-22 Points	Critical: Complete design overhaul needed. Our template library provides professionally designed, brand-consistent, accessible templates you can customize in minutes. Start fresh with proven designs.