



The Organic Social Audit

Presented by Tova Think.

Your guide to unlocking social media potential

JUNE 2026

Why Understanding Your Social Media Matters

INSIGHTS BEYOND JUST POSTING CONTENT

Most social media advice focuses on **what to post**, but this audit reveals **what's actually broken** in your strategy, helping you enhance your organic reach and engagement.

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T H I N K

The 8 Modules of the Audit

MODULES 1–4

1. PROFILE HEALTH

Assess the overall **vitality of your profiles**, ensuring all elements are optimised for visibility and engagement on each platform to attract and retain your audience.

3. ENGAGEMENT QUALITY

Measure the depth of your audience's **interaction with your content**, emphasising meaningful engagements such as comments and shares, which indicate true resonance and interest.

2. AUDIENCE GROWTH

Evaluate your audience's **growth trajectory and engagement levels**, focusing on targeting the right demographics and fostering an active community to enhance organic reach.

4. REACH & ALGORITHMIC HEALTH

Diagnose whether the **algorithm is amplifying or suppressing your content**, using reach-to-follower ratio as the key signal.

The 8 Modules of the Audit



MODULES 5–8

5. CONTENT AUDIT

Identify which **content pillars and formats** actually perform, and which are quietly dragging your account down.

6. POSTING CADENCE

Assess whether your **frequency and consistency** are helping or hurting your reach.

7. COMPETITOR BENCHMARKING

Compare your performance against comparable accounts to set **realistic, contextual targets**.

8. CONVERSION & BUSINESS IMPACT

Connect social activity to **real outcomes**: clicks, traffic, and enquiries. Because likes don't pay the bills.

The Metric Most Audits Skip: Reach-to-Follower Ratio



IMPORTANCE OF REACH

Understanding the reach-to-follower ratio is crucial for assessing whether content is **being amplified** effectively. A healthy ratio indicates that your posts are reaching a substantial portion of your audience, enhancing engagement and visibility.

CALCULATING THE RATIO

To calculate this key metric, divide your average post reach by your total followers and multiply by 100. This formula helps identify if the platform's algorithm is supporting your content or holding it back, guiding your strategy effectively.

WHAT HEALTHY LOOKS LIKE?

LinkedIn: 20–60% per post
Instagram (feed): 10–30% per post
Facebook: 3–6% per post

Below these ranges, your content is likely being suppressed and not seen by the audience you've already earned.

Not All Engagement Is Equal



COMMENTS MATTER

Comments indicate genuine resonance with your content, boosting visibility by signalling to algorithms that your posts are engaging, thus enhancing reach and potential audience growth.

SHARES EXPAND REACH

Shares drive new audience exposure and significantly amplify the impact of your content, allowing it to circulate beyond your immediate follower base and reach untapped prospects.

SAVES INDICATE INTENT

Saves are the highest-intent engagement signal on Instagram, reflecting user interest in returning to your content later, which underscores its value and relevance in their experience.

Immediate Actionable Improvements



MOVE LINKS

Shift links to the first comment on LinkedIn and Facebook to enhance visibility and engagement without cluttering your main post.

REDUCE PROMOTIONS

Rebalance your content strategy by minimising promotional overload, focusing instead on valuable and engaging content that resonates with your audience.

EMBRACE VIDEO

Prioritise video content, as it consistently outreaches static posts, capturing more attention and increasing overall engagement rates across platforms.

STRENGTHEN HOOKS

Improve the opening lines of your posts with compelling hooks that grab attention, encouraging your audience to engage and explore further.

A Real Finding: Case Study Impact



KEY INSIGHTS

A consistent posting schedule and strong content quality were present, yet the reach remained limited. This suggests that the **posting strategy** was not aligned with audience engagement.

CONTENT FORMAT

An analysis revealed that the content heavily favoured images, leading to lower reach compared to video, which performed significantly better. **Adapting content types** can enhance overall reach.

Score Yourself



RATE EACH OF THE 8 MODULES FROM 1 TO 5.
ADD THEM UP FOR A TOTAL OUT OF **40**.

HIGH PERFORMING

36 - 40

Optimise and scale what works

SOLID FOUNDATION

28 - 35

Targeted fixes will unlock growth

TIME FOR A RESET

20–27

across strategy, content, and consistency

UNDERPERFORMING

<20

Structural changes needed

*Want a hand working through your score?
Message me on LinkedIn.*