**Evaluating your business social media**

This criteria can be used to assess how well a business or entrepreneur is using social media.

|  |  |
| --- | --- |
| Frequency of posts | You don’t want to post so often it feels like spam and people get sick of your communications. At the same time you don’t want big gaps of time between posts because you don’t want your brand to be forgotten.  Depending on the type of social media your business uses you can post more or less frequently. If you are using twitter you can post more but Facebook and Instagram post less, like 1-2 a day. |
| Quality | Posts should be no more than three lines or 140 characters.  Grammar and spelling needs to be perfect.  Only use 1-2 #hashtags, don’t overdo it.  High quality photos and videos only and ones that you produce yourself. |
| Level of engagement | You need to check how engaged people are with your social media. You will need to check the number of likes, favourites, shares, retweets, comments and replies people are making.  You also need to look at the number of times your business responds to people’s comments, as well as the quality of the responses. |
| Number of followers | Easy, you need to check that this is growing. |

**Evaluating your business website**

When evaluating a business website you need to ask several questions. The first and most important question is: *Do visitors get a clear idea of who you are and what you offer?*

Then, work your way through the following questions.

|  |  |
| --- | --- |
| Usability | Do pages load quickly or slowly?  How easy is it for people to find information on your website?  Is there a search button?  Does the website work on mobile devices? |
| Style | Does the style match up with the brand?  Is the style consistent or is it switched up over different pages? Consistent is best.  Does it match the target audience?  Do the visuals match the brand? |
| Content | Is the font size and style readable and match the brand?  Are the colour contrasts good? This will make is easier or harder to read.  Is everything on the website relevant? Does it all need to be there? |