

THE SECRET SQUIRREL PROJECT



INSTRUCTIONS

Thank you for agreeing to be my 'social spy'.

The purpose of this exercise is to give me honest feedback on my online presence so that I can make adjustments where necessary.

I want you to be objective, kind but constructive and leave no stone unturned!

Please complete this for me by:..... (date)

The areas I'd like you to assess are ticked below as follows. You may wish to use or set up a 'secret' email address so I don't know that it is you when you email me or sign up to any of my offers or downloads.

- | | |
|---|---------------------------|
| <input type="checkbox"/> Website | Visit: www. |
| <input type="checkbox"/> Instagram | @..... |
| <input type="checkbox"/> Facebook | @..... |
| <input type="checkbox"/> LinkedIn | www.linkedin.com/in/..... |
| <input type="checkbox"/> YouTube | |
| <input type="checkbox"/> Google search | |
| <input type="checkbox"/> Pinterest | www.pinterest.com/..... |
| <input type="checkbox"/> Foursquare | foursquare.com/user..... |
| <input type="checkbox"/> Twitter | |
| <input type="checkbox"/> Tik Tok | |
| <input type="checkbox"/> Tumblr | |
| <input type="checkbox"/> Contact number | |
| <input type="checkbox"/> Other | |

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WEBSITE

- Do I have a clear call to action?
- Try and contact me!
- Check the links all work
- Sign up for any downloads
- Are there any spelling errors?
- Is my website easy to navigate?
- Any obvious problems?
- Does it work ok on mobile?
- Does it look current?

SOCIAL MEDIA

- Are my posts interesting?
- Is it clear why I am there?
- Can you contact me easily?
- Is there a good mix of content?
- How much engagement is there?
- Is there a call to action?

CONTACTING

- Was the phone answered well?
- Email responded to correctly?
- Responses given promptly?
- Did you feel cared for?
- Overall impression?

NOTES

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FEEDBACK

Please jot down here any other thoughts you may have had, observations or ideas about what you've seen now you have been my social media spy!

I can take all of your input and turn it into a workable plan to make my business rock!

Thank you for helping me x