

Digital/Social Wellbeing Scorecard

Website	Score either 0 or 1 for each. Yes = 0. No / Don't know = 1	
	0-1 = Fine, 2-3 = Small changes needed, 4+ = serious work	
Is your website optimised for mobile?		
Is your website optimised for search engines?*		
Do you have website analytics installed?		
Can and do you make changes to your website?		
Total Score		
Facebook		
Do you have an active Facebook Page?		
Do you know your stats on Facebook?		
Do you know the best times to send updates?		
Are you scheduling updates?		
Are you using directly uploaded video?		
Are you captioning your videos?		
Do you know how to effectively boost posts?		
Do you have a content plan?		
Total Score		
Twitter?		
Do you have more followers you than you follow?		
Do you schedule tweets?		
Do you know the best times to tweet?		
Do you know your reach per tweet/daily reach?		
Do you have a Twitter strategy?		
Total Score		
Instagram		
Do you have an Instagram Business Account?		
Do you know the best times to post?		
Do you use hashtags?		
Do you have a saved list of best hashtags?		
Are the hashtags in the comments not the post?		
Are you using apps to edit photos?		
Are you using videos?		
Do the videos have subtitles?		
Total Score		
Email / Mailing List		
Are you using a service that whitelists emails?		
Are you honouring data laws/GDPR?		
Do you know your email open rate?		

Digital/Social Wellbeing Scorecard

Do you have a strategy to grow your mailing list?		
Are you mails sent out at a regular frequency?		
Do you have objectives for your mails?		
Total Score		
Video / YouTube		
Are the videos optimised for Search Engines?*		
Are the videos grabbing attention within 5 seconds?		
Are the videos 30 seconds to 3 minutes long?		
Do the videos have subtitles?		
Do the videos link to your website/form?		
Total Score		
* Optimised for Search Engines = using the right keywords in titles and description		