

HLS HOOK, LINE & SINKER

# HLS Social Media Checklist

2026



# Is Your Social Media Strategy Working as Hard as Your Business?

This is a practical self-assessment designed to help South African brands evaluate their social media strategy, content, audience engagement, executive visibility and overall performance.

Whether you manage social media in-house or work with an agency, this Health Check will help identify strengths, uncover gaps and highlight opportunities to improve results.

**How to Score Yourself**

- **Yes** = 2 points
- **Partly** = 1 point
- **No** = 0 points

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Strategy & Planning

**Business Objectives**

□ We have clearly defined social media objectives.

□ Our social media activity supports wider business goals.

□ We know exactly how success is measured.

□ We review our strategy at least quarterly.

□ Our leadership team understands the role of social media within the business.

💡 **HLS Tip:** The strongest social media strategies start with business goals, not content calendars.

**Score:** ____ /10

Audience & Customer Insights

**Understanding Your Audience**

□ We have clearly defined target audiences.

□ We understand our audience's challenges and motivations.

□ We regularly review audience behaviour and trends.

□ We use audience insights to guide content creation.

□ We actively monitor comments, feedback and customer sentiment.

💡 **HLS Tip:** If your audience wouldn't miss your content tomorrow, you're talking about your business too much and their challenges too little.

**Score:** ____ /10

Platform Strategy

**Choosing The Right Channels**

□ We have selected platforms based on audience relevance.

□ Each social media platform serves a specific purpose.

□ We tailor content to each platform.

□ We understand which platforms generate the strongest results.

□ We regularly review platform performance.

💡 **HLS Tip:** You don't need to be on every platform. You need to be on the right platforms.

**Score:** ____ /10

Content & Storytelling

**Content Strategy**

□ We have defined content pillars.

□ We maintain a content calendar.

□ We create a balance of educational, inspirational and promotional content.

□ We consistently produce video content.

□ Our content aligns with business objectives.

□ We have a clear brand voice.

□ We regularly analyse content performance.

💡 **HLS Tip:** Consistency beats creativity when creativity only shows up once a month.

**Score:** ____ /14

Executive Visibility

**Thought Leadership**

□ Our executives are active on LinkedIn.

□ We have a thought leadership strategy.

□ Leadership content aligns with business priorities.

□ Our executives regularly share industry insights.

□ Leadership visibility contributes to brand awareness and credibility.

💡 **HLS Tip:** People trust people more than logos. Your executives are often your most powerful marketing channel.

**Score:** ____ /10

Influencer & Partnership Strategy

**Influence & Credibility**

□ We have identified relevant creators or influencers.

□ Influencer partnerships align with our audience.

□ We measure influencer campaign performance.

□ We actively explore strategic partnerships and collaborations.

□ We leverage customer advocacy and user-generated content.

💡 **HLS Tip:** The best influencer partnerships feel like recommendations, not advertisements.

**Score:** ____ /10

Paid & Organic Performance

**Amplification Strategy**

□ We use paid social media strategically.

□ Organic and paid campaigns work together.

□ We have defined campaign objectives before boosting content.

□ We understand our cost per lead or acquisition.

□ We regularly optimise campaigns based on performance data.

💡 **HLS Tip:** Boosting posts isn't a strategy. Amplifying proven content is.

**Score:** ____ /10

Measurement & ROI

**Performance Tracking**

□ We measure website traffic from social media.

□ We track lead generation.

□ We monitor conversion rates.

□ We measure engagement quality, not just quantity.

□ We review reporting monthly.

□ We understand which content drives business outcomes.

□ We can demonstrate social media ROI.

💡 **HLS Tip:** Likes are nice. Revenue, leads and reputation are better.

**Score:** ____ /10

Your Social Media Health Score

**0–30 Points: Needs Attention**

Your social media presence exists, but there are opportunities to strengthen strategy, consistency and measurement. Focus on building clear objectives, understanding your audience and creating a more structured content approach.

**31–60 Points: Building Momentum**

You have many of the foundations in place, but opportunities exist to improve performance, audience engagement and strategic alignment. Refining your content, measurement and platform strategy can help unlock stronger results.

**61–80 Points: Strong Position**

Your social media strategy is supporting business objectives and delivering measurable value. Continue optimising performance, exploring new content formats and strengthening executive visibility.

**81–88 Points: Best Practice**

Your organisation demonstrates a highly strategic approach to social media, with strong alignment between content, audience engagement and business outcomes. Focus on innovation, experimentation and maintaining your competitive advantage.

## What Your Score Means?

A strong social media strategy is no longer defined by how often you post or how many followers you have. Today's leading brands are measuring success through business impact, audience engagement, thought leadership and meaningful outcomes.

Use your score to identify areas of strength and opportunities for improvement.

**Ready for a Second Opinion?**

Complete your Health Check and compare your score against today's leading South African brands. The Hook, Line & Sinker team can provide a complimentary review of your results and identify practical opportunities to strengthen your social media strategy, content performance and business impact.

***Let's connect, we would love to be a part of your social media journey.***



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