

SOCIAL GROWTH AUDIT FRAMEWORK

GET MORE DONORS, STUDENTS, OR APPLICANTS

A practical system to diagnose growth gaps,
optimize strategy, and generate qualified leads.



AMUJ
C R E A T E S

INTRODUCTION:

Many organizations post content consistently but do not see results. This is not a lack of effort. It is a broken growth system. Use this framework to identify gaps, score your social growth, and take action that drives conversions.

HOW TO USE THIS AUDIT:

1. Read each pillar section and answer the diagnostic questions.
2. Assign a single score from 1 to 5 for each pillar (1 = Broken, 3 = Average, 5 = Optimized).
3. Total your score out of 25.
4. Review your results to identify the pillars holding back growth.
5. Apply Quick Wins for immediate improvement.
6. For a complete, personalized plan, book a \$1,500 Conversion Intensive Consultation.

THE 5 GROWTH PILLARS (DIAGNOSTIC QUESTIONS):

Scoring Note: After answering the questions below, assign a single score from 1 to 5 for each pillar.

1. Positioning

- Is your audience immediately clear on what you do and why it matters?
- Does your messaging communicate the transformation your audience wants?
- Are you differentiating yourself from competitors or similar organizations?

2. Content Strategy

- Are your posts solving real problems or answering pressing questions for your audience?
- Do you have a consistent mix of content that educates, builds authority, and demonstrates results?
- Are you leveraging content formats that your audience engages with, such as video, stories, or carousels?

3. Engagement

- Are you actively responding to comments, messages, and mentions in a timely and meaningful way?
- Are your posts inviting discussion, feedback, or action from your audience?
- Do you foster a sense of community that encourages repeat engagement?

4. Conversion Path

- Do all posts guide your audience toward a clear next step, such as donating, applying, or signing up?
- Is your social media connected to a clear, easy-to-follow conversion funnel?
- Are your calls-to-action compelling, obvious, and simple to follow?

5. Growth Mechanics

- Are your posts optimized to be discovered by new audiences through shareable content, search, or platform algorithms?
- Do you hook viewers within the first few seconds to maximize attention?
- Are you tracking performance metrics to understand what drives growth and conversion?

SCORING YOUR SOCIAL MEDIA

Pillar	Score (1-5)
Positioning	
Content Strategy	
Engagement	
Conversion Path	
Growth Mechanics	

Total Score: ____ / 25

SCORING GUIDANCE

21-25

Growth Optimized

16-20

Solid Foundation

11-15

Needs Improvement

5-10

Critical Action Required

WHAT YOUR SCORE MEANS

21-25**Growth Optimized**

Ready to scale. Minor adjustments can improve performance.

16-20**Solid Foundation**

Key opportunities exist in messaging, content, or conversion.

11-15**Needs Improvement**

Multiple areas need attention. A personalized consultation is recommended.

5-10**Critical Action Required**

Most pillars need immediate improvement. A consultation is the fastest way to see results.



PILLAR DEEP DIVE & QUICK FIXES

Pinpoint weaknesses across your growth system and apply focused improvements that turn content into qualified leads.

Positioning

CHECKLIST

- Clear audience
- Outcome-oriented messaging
- Differentiating value



COMMON MISTAKE

Trying to appeal to everyone



QUICK FIX

"[Organization] supports [target audience] in achieving [specific result] without [common challenge]"




Content Strategy

CHECKLIST

- Problem-solving posts
- Balance of content types
- Consistency

 **COMMON MISTAKE**
Posting randomly without strategy

 **QUICK FIX**
3 posts per week: 1 attract, 1 authority, 1 proof

Engagement

CHECKLIST

- Reply promptly
- Invite discussion
- Build community

 **COMMON MISTAKE**
Broadcasting without relationships

 **QUICK FIX**
End posts with questions

Conversion Path

CHECKLIST

- Clear next steps
- Funnel connection
- Strong CTAs

 **COMMON MISTAKE**
Confusing links or multiple CTAs

 **QUICK FIX**
Single primary CTA aligned with your goal

Growth Mechanics

CHECKLIST

- Attention-grabbing hooks
- Shareable content
- Track performance

 **COMMON MISTAKE**
Great content but no one sees it

 **QUICK FIX**
Focus on hooks and shareable formats

7-DAY QUICK WINS

Turn insights into action with a 7-day execution plan that improves how your content attracts and converts.


1	Update bio with clear outcome
2	Create content pillars: attract, authority, proof
3	Post 1 attract content piece
4	Add clear CTA to all posts
5	Engage with audience
6	Optimize landing pages or links
7	Review performance and refine

SUCCESS STORIES ACROSS NICHES

You have scored your social growth and started taking action with the Quick Wins. Now it is time to see how these strategies perform in real life.

The following success stories show organizations from three different niches, a nonprofit, a coaching institute, and a tech bootcamp, applying these principles. These examples demonstrate measurable results and provide inspiration for how your social media can drive real growth and engagement.

IFCE – Coaching Institute / Education

80K 

LinkedIn Impressions

3X

Enrollment
For Fall 2024 cohort

 **High-Quality**

Inbound Leads

We Are Enough – Nonprofit / Social Impact

64–128%


Instagram Engagement

45.5%

Email Open Rate

+3.1% 

LinkedIn engagement



Stronger authority and re-engagement of dormant subscribers

+2.6% 

Follower Growth

IT Industry Tools – Tech Bootcamp

Reached
22K
Instagram Accounts
In 3 months

2.5% 
New Followers

439
Direct Interactions


High-quality leads
Converting to Students



TURN INSIGHTS INTO RESULTS

If reviewing these success stories makes you think about how your own social media could deliver better results, the next step is clear. The quickest way to implement all improvements and remove bottlenecks is through a personalized consultation.

With the insights from your audit and proven strategies from real organizations, you can accelerate growth, increase engagement, and generate more qualified leads.

Turn your social media into a system that attracts and converts the right audience.

What It Is

A 90-minute 1:1 consultation designed to diagnose why your content is not converting, align messaging and videos, and provide actionable steps to generate inbound interest immediately.

Conversion Intensive Consultation

- Review content, messaging, and positioning
- Identify gaps in your content-to-conversion process
- Refine messaging to resonate with your ideal audience
- Map a clear content-to-conversion pathway across platforms
- Suggest profile optimizations to boost engagement
- Create an actionable plan to turn content and videos into leads or clients
- Provide immediate improvements you can implement right away

\$1,500

BOOK YOUR CONSULTATION