**Social Media Walkthrough (Organisation-Led) Template**

Use this template to record organisation-led walkthroughs of social media use. Do not include names or personal details of visitors. If you adapt this log or add new fields, please make a note of them so that we can compile and share with other organisations trialling this tool.

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| **Staff Name** |  |
| **Date** |  |
| **Time** |  |
| **Location / Area**  |  |

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| **Prompt** | **Notes and Observations** | **Key Quotes / Emotional Tone** |
| First impressions. *What are your first impressions of this account?* |  |  |
| Bio and highlights. *What do you notice in the bio or highlights? Anything unclear or missing?* |  |  |
| Feed scrolling. *As you scroll, what posts stand out? What’s appealing or unappealing? Why?* |  |  |
| Post reactions. *Which posts would you engage with? Why or why not?* |  |  |
| Captions and tone. *How do the captions feel? Inviting, informative, confusing, formal?* |  |  |
| Stories and reels. *How do you engage with stories and reels? What works, what doesn’t? Why?* |  |  |
| Representation. *Do you see yourself or your community reflected here? What could be improved?* |  |  |
| Navigation. *Was it easy to find out what’s on, how to visit, or contact someone?* |  |  |
| Content gaps. *Is there anything missing that you’d like to see?* |  |  |
| Final reflections. *If you ran this account, what would you change? Why? How?* |  |  |

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| **Final Staff Reflections** |
| **Prompts** | **Staff Notes** |
| What were key takeaways from this walkthrough exercise? |  |
| And patterns or surprises worth noting? |  |
| Suggestions for follow-ups or further investigation? |  |