SOCIAL MEDIA AUDIT ACTIVITY

DESCRIPTION

The Social Media Audit is designed to help us evaluate our inner circle by taking a close look at who is in it and more importantly, who is not. This is an opportunity for us to see where we might be able to grow personally and/or professionally by expanding who we interact with.

SUGGESTED USES

Use this tool to assess how diverse the connections are on your social media channels and to make sure you are not stuck in your personal "echo chamber." You can do this personally or with a team as an icebreaker to begin the conversations around the necessity of diverse networks for achieving equity

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If you are interested in deepening your understanding of why this activity and others like it need to become more mainstream, we would recommend exploring our online learning modules; specifically our **Implicit Bias** or **What is Non-ness** courses.

For more information, please explore our **online education portal** or visit **Tools of the Trade** on our **website** for this and other free resources.

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Social Media Audit Activity

Directions: Select one or more social media platforms (Facebook, LinkedIn, Instagram, etc.) that you regularly use to examine who your friends and contacts are, and/or who you're '*following*'. Review your feed/timeline and focus on those who appear most frequently and those whose comments or posts you most frequently interact with (*i.e., those you 'like' or comment on*). As you review your feed/timeline, use the table below to document your observations.

Friends/Contacts/Following Inventory

1. In the left-hand column, record the initials of up to eight people with whom you have a high degree of social media contact or who you follow (do not include family members).

2. Based on what you know about this person, place an X beside those members of your social media circle who are similar to you in each of the following diversity dimensions: gender/sex; nationality; language; age; religion; race/ethnicity.

Initials	Gender/Sex	Nationality	Language	Age	Religion	Race/Ethnicity	Disability

Social Media Audit Reflection Questions:

Of the eight people on the previous page, how many were similar to you? How many are different from you? Or do you have a mixture of both? Consider the ways in which you are similar or different.

Of the eight people you identified in your social media circle:

- What patterns did you notice?

- How many people from your list match you in 3 or more of your diversity dimensions? Which dimensions?

- How might this influence your perspective or which perspectives you agree/disagree with?

- How does this influence how you view people who are different from you?

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