

FREE PR & SOCIAL MEDIA AUDIT

Did you know...

We offer a FREE audit of all your company or brand communications – to look at how you’re communicating, what messages you are conveying and how effectively you’re engaging with audiences.

What we’ll give you:

- A clear summary of findings (no jargon)
- Honest, practical insights
- A headline PR health score or snapshot
- Top 3–5 priority recommendations
- Suggested improvements and quick wins

What it is?

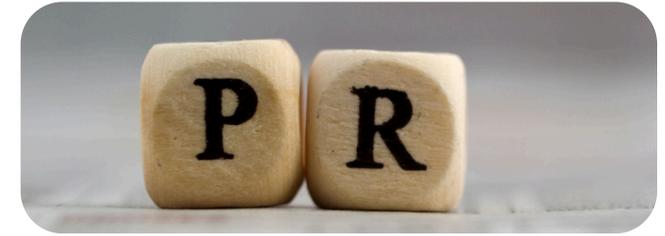
A complimentary review of how your business or brand is currently communicating across media, digital and social channels, and how effectively your story is being told.

It gives you a clear picture of what’s working, what’s missing, and what could be damaging or holding you back.



What we will cover:

- ✓ A review of your website, key messages and opportunities
- ✓ A social media snapshot
- ✓ Your digital footprint – what’s being said (or not)
- ✓ Your media profile and any opportunities missed
- ✓ Shining a light into business blind spots



About Source PR

Source PR is a long-running and award-winning PR and communications agency, headquartered near Chester, with bases in Northern Ireland and North Wales.

We specialise in providing strategic communications advice, developing and delivering communication strategies that really benefit our clients’ businesses, whether by boosting their profile or building their reputations.

We offer a full range of PR, communications, marketing and design services, and stand out from the crowd with our high retention rates, strong client relationships and by working with the integrity and honesty we believe you deserve.

www.SourcePR.co.uk 

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@SourcePR 

Source PR 

1. Brand & Business Snapshot

What people see when they look for you

- How your brand appears in digital searches
- Key messages being communicated (intentionally or not)
- Tone of coverage and sentiment (positive, neutral, negative)
- Identify gaps between how you describe your business and how it's perceived externally
- Potential reputational risks, vulnerabilities and inconsistencies

Why this matters:

First impressions matter. This section highlights whether your reputation reflects your values, expertise and ambition – or if it's outdated, inconsistent or unclear.

2. Social Media Presence

How your brand or business shows up socially

- The platforms you're active on (and those you're missing)
- Consistency of branding and tone
- Content mix (promotional vs engaging vs informative)
- How well your social channels support your wider business efforts
- How are your audiences responding and engaging

Why this matters:

Social media is often the first place people check credibility. An inactive or inconsistent presence can undermine trust – while a strong one reinforces reputation.

3. Messaging & Storytelling Audit

Is your story landing properly?

- Is there clarity and consistency?
- What are the key messages you are conveying?
- How is your business or brand being positioned in the marketplace?
- Are your expertise, people and achievements being showcased?
- Opportunities for stronger narratives or angles

Why this matters:

If your story isn't clear or compelling, customers and stakeholders won't engage – even if your business is excellent.

4. Engagement & Audience Interaction

Are people listening, reacting and responding?

- Levels of engagement (likes, shares, comments, saves)
- Audience interaction and sentiment
- Signs of advocacy, loyalty or criticism
- Identify opportunities to build relationships or start conversations

Why this matters:

Engagement shows whether your audience cares. High visibility with low engagement can signal that messaging isn't resonating.

What Our Free Audit Includes

