

FREE FRAMEWORK

The Social Audit.

Six questions we run on every brand's social before we take them on. Yours to run, free. About 60 minutes, Instagram open, one honest answer per question.

VIBE SHIFT STUDIO | LONDON | VIBESHIFTSTUDIO.COM/AUDIT

HOW TO USE IT Open Instagram on your brand. Answer each question in writing. The R / A / G box on the right is your gut priority read. The action line at the bottom is one specific change you'd make this week.

01 Does the grid have a thesis, or is it a collection of posts?

PRIORITY

A stranger scrolls your last 30 posts. Can they name what you stand for, not just what you sell? A thesis is one sentence. If you don't have one, you have inventory.

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CHANGE TO MAKE _____

02 Do your first two seconds earn the swipe?

PRIORITY

Pick three recent carousel covers. Are they making a claim, a promise, or a hook? Or wallpaper with a logo? Same rule for the first two seconds of a Reel.

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CHANGE TO MAKE _____

03 Is the format mix matching what works for your category, or what's easiest to make?

PRIORITY

Count your last 20 posts by format. Do the same for three brands you respect in your category. Off by a lot? You're posting what's easy, not what reaches.

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CHANGE TO MAKE _____

04 Are the captions doing work, or are they decoration?

PRIORITY

Read your last five captions. Did each add a reason to comment, save, or share? Or restate what the image already said? Captions that decorate are dead weight.

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CHANGE TO MAKE _____

05 How often are you asking for something, and can people act easily?

PRIORITY

Count clear asks in your last 30 posts. Fewer than 1 in 10 = educating without converting. More than 1 in 5 = converting without earning trust. The healthy ratio is roughly 1 in 8.

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CHANGE TO MAKE _____

06 What's the competitive whitespace, and are you in it?

PRIORITY

Open five competitor grids side by side. What are all of them doing? What is none of them doing? That "none of them" column is your whitespace. Pick a corner and commit.

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CHANGE TO MAKE _____

THE RESULT

What the answers tell you.

- Questions 2, 3, 4 failing: you need better content.
• Questions 1, 5 failing: you need better strategy.
• Question 6 failing: you need different leadership of the channel.

Most brands need a mix of the first two. Few need the third.

Want to run this together?

30-minute discovery call. Bring your answers. We'll tell you what we'd change and whether the studio's a fit.

vibeshiftstudio.com/contact