

**The Social Media Audit: Active Learning with Real-World Applications
(ABSTRACT ONLY)**

By

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Abstract

With a growing global influence and seemingly unlimited potential; it is no surprise that social media has captured the attention of businesses small and large as they seek to harness its potential for increasing brand awareness, engaging with customers, and growing company profits. Although the accompanying demand for social media expertise has increased drastically; business schools, marketing departments, and marketing scholars have been slow to create textbooks, curriculum, and pedagogy to prepare marketing students for careers in social media. While scholarly research on its application and efficacy is sparse; social media audits are effective tools for developing, monitoring, and optimizing the social media marketing strategy for a company. In this paper, the authors explore and provide examples of social media audits as active learning exercises in social media marketing courses. A discussion and insights are provided on the value such exercises can provide for marketing students, educators, and employers.