Audit Template

Overview

A	B	C	D	E	F	G	H	I	J	K	L	M	N
This audit evaluates Virginia Beach United Women's social media presence alongside competitors to identify trends, strengths and opportunities within the USL W League market using qualitative and quantitative metrics.													

Overview | Facebook | Instagram | YouTube

Facebook

Team	Facebook	Facebook Followers	Number of FB posts in the past week	Number of likes on those posts	Number of shares on those posts	Number of angry/sad reactions on those posts
Richmond Ivy SC	https://nam11.safelinks.protection.outlook.cc	1.7K	1	40	0	0
Virginia Atlantic FC	https://nam11.safelinks.protection.outlook.cc	3.9K	0	0	0	0
Annapolis Blues FC	https://nam11.safelinks.protection.outlook.cc	6.4K	6	131	7	0
VB United	https://nam11.safelinks.protection.outlook.cc	2.8K	7	163	13	0

Overview | Facebook | Instagram | YouTube

Instagram

A	B	C	D	E
Instagram	**IG followers**	**Posts in last week**	**Number of likes on those posts**	**Number of shares on those posts**
Richmond Ivy SC	8,268	3	574	54
Virginia Atlantic FC	3,825	0	0	0
Annapolis Blues FC	14K	5	0	42
VB United	5,082	5	1,207	71

Overview | Facebook | **Instagram** | YouTube | +

YouTube

A	B	C	D	E
YouTube	**Subscribers**	**Views**	**Posts in last week**	**Number of comments**
Richmond Ivy SC https://www.youtube.com/@RichmondIvySC	343	560	1	0
Virginia Atlantic FC	n/a	n/a	n/a	n/a
Annapolis Blues FC	n/a	n/a	n/a	n/a
VB United https://www.youtube.com/@vbunited	177	n/a	n/a	n/a

Overview | Facebook | Instagram | YouTube | +