

Social Media Audit

Redacted case study

Independent farm business, South Coast Massachusetts | August 2026

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The audited business is not named. All handles, figures, sources and comparable names have been removed.

What was audited

An independently owned farm business on the South Coast of Massachusetts. It sells direct to the public, runs a ticketed events programme, and hosts private events on the property.

Twenty-two components were scored across five weighted categories, plus three named liability findings. Five components could not be verified from outside and were removed from the weight base rather than scored zero, which biases the total downward.

The result

- Overall: a low score on the absolute scale, built on seventeen of twenty-two components.
- Category rank: first of eight comparable businesses, on the two components that could be scored consistently for every business in the set.
- The two disagree, and the gap between them is the whole story.

The lead finding

The business runs a full programme of ticketed events. On the day of the audit, the page on its own website titled Upcoming Events listed more than twenty events and every one of them had already taken place. The most recent had happened days earlier. Several from the previous year still showed as on sale.

A second page, two clicks from the homepage and fronting the highest value thing the business sells, instructs the reader in its own words to fill out the form below. There is no form on that page, and no email link or phone link either.

What the comparison set showed

Rank	Business	Platform A	Platform B	Ranked score	Out of
1	The audited business	3	4	71.1	27
2	Comparable farm A	3	3	60.0	27
3=	Comparable farm B	3	nv	60.0	12
3=	Comparable farm C	3	nv	60.0	12
5=	Comparable farm D	3	2	48.9	27
5=	Comparable farm E	3	2	48.9	27
7=	Comparable farm F	nv	2	40.0	15
7=	Comparable farm G	nv	2	40.0	15

What any local business can take from this

1. **Open your own events or news page today and read the top of it as a stranger.** If the newest thing on it has already happened, that page is telling people you stopped.
2. **Click every button on the page that sells your most expensive product.** Forms go missing when a page is rebuilt. The owner never clicks it, because the owner already knows what it says.
3. **Follow every social icon on your own site rather than counting them.** Check the destination is your account and not a template default or a builder's own page.
4. **Search your own business name and see who owns the results.** If directories you have never logged into outrank your own homepage, claim them. It is free and it takes an afternoon.
5. **Check what third parties publish for your opening hours, day by day.** A stale record showing an early close can quietly erase hours of trading a week, and it propagates between directories.

The method, in short

Publicly visible information only. No analytics, no ad accounts, no internal data. Before recording that a business is absent from a platform, that platform is tested with an invented handle to confirm it returns a clean not-found and with a known handle to confirm it can be read. Where either test fails, nothing is claimed and the component is marked not verified. Where two sources disagree, both are recorded.

Avalon Partner audits one South Coast business every weekday, free, with no obligation.
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