

Sankar Foundation Eye Hospital Social Media Audit

This audit reviews the social media presence of Sankar Foundation Eye Hospital.

We analyzed YouTube, Instagram, LinkedIn, and Facebook channels.



YouTube Channel

Low Engagement

Few subscribers and limited video views reduce reach.

Inconsistent Branding

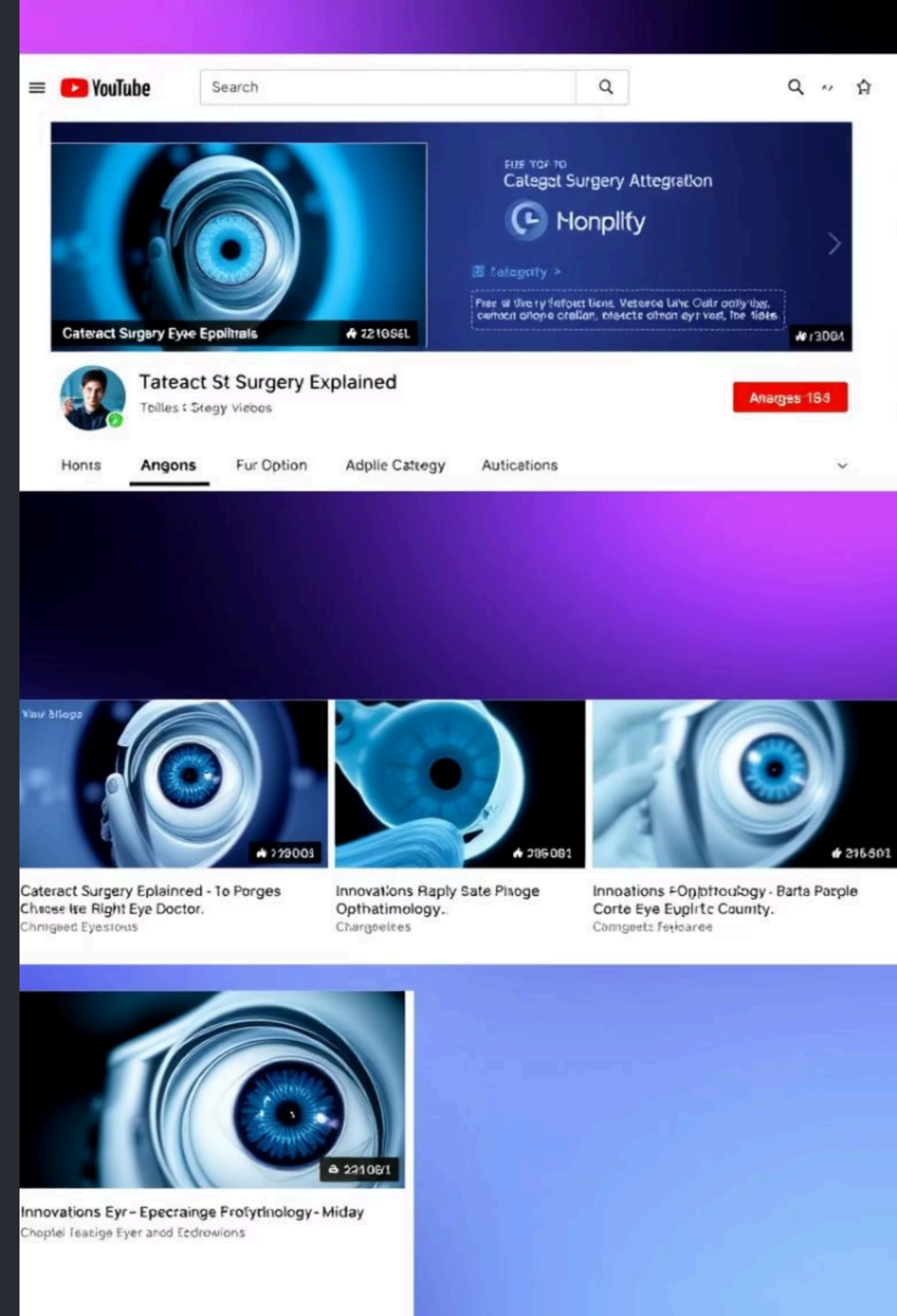
Thumbnails and banners lack a uniform visual identity.

Irregular Posting

Sporadic video uploads disrupt audience retention.

Missing Playlists

No playlists to ease content navigation.



YouTube Channel Recommendations

1 Enhance Visual Branding

Create consistent thumbnails and channel art.

2 Regular Content Schedule

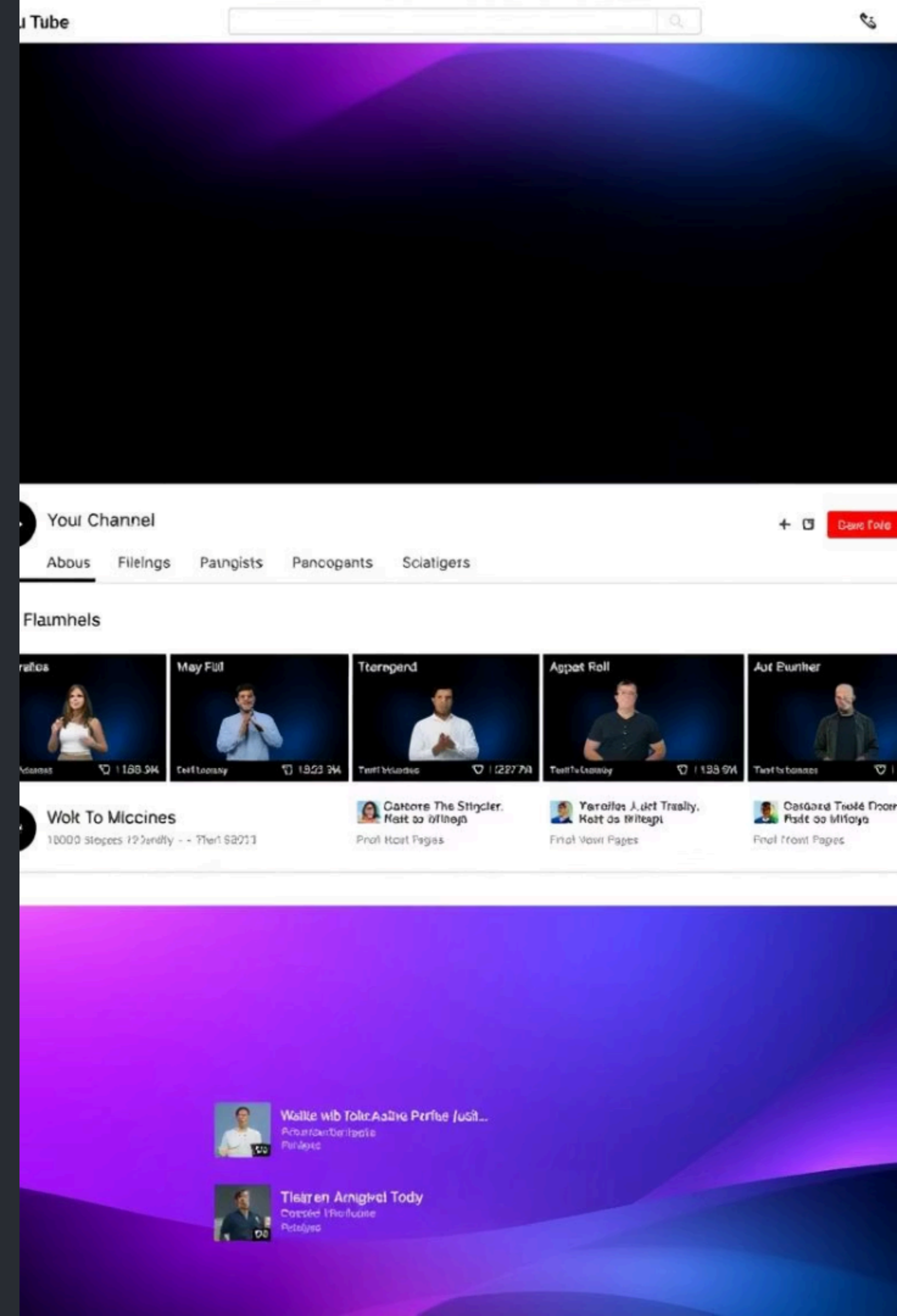
Post videos consistently to improve retention.

3 Create Playlists

Organize videos by themes for better discovery.

4 Engage Audience

Reply to comments and encourage viewer interaction.



Instagram Accounts Review

Duplicate Accounts

Two accounts confuse followers and split engagement.

Inconsistent Content

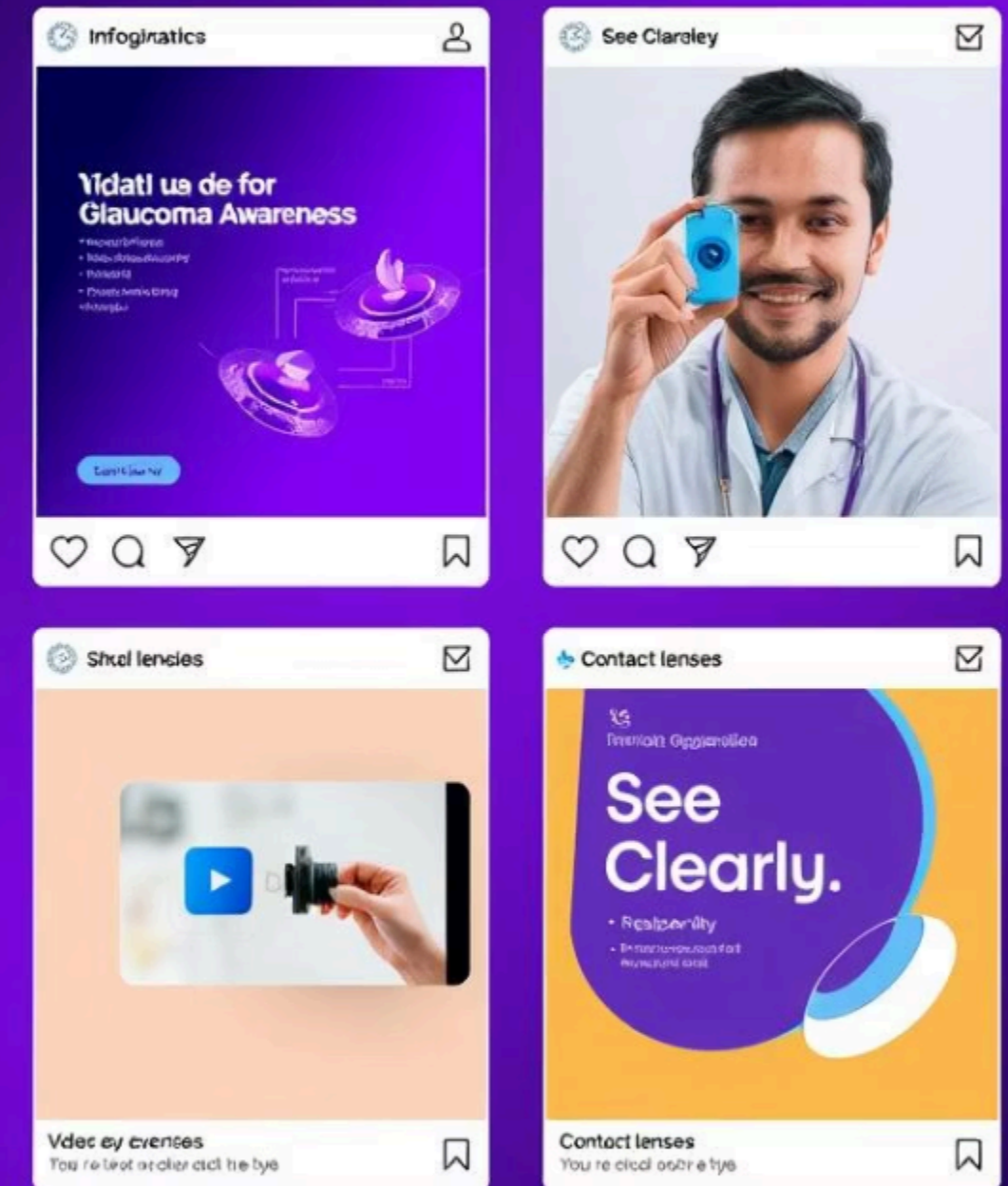
Feed lacks a cohesive theme or aesthetic.

Low Engagement

Posts receive minimal likes and comments from followers.

Irregular Posting

Inconsistent post frequency affects growth and retention.





Instagram Improvement Recommendations

Consolidate Accounts

Merge the two accounts for clearer messaging.

Content Strategy

Focus posts on themes like tips and patient stories.

Consistent Schedule

Post at least three times a week regularly.

Use Stories & Reels

Leverage features for higher reach and engagement.



LinkedIn Profile Insights

Limited Content

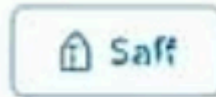
Few posts reduce professional visibility.

Low Followers

Only 255 followers limit network reach.

Underutilization

Not leveraging LinkedIn for networking or engagement.



Search

Peers

New



Society Surging!
Life Saving Procedure a Triumph!

5 Small



With the success of booting costs ending on Alzheimer's research or your life.

Nursing Sits

Posters



LinkedIn Enhancement Suggestions

1 Increase Posting

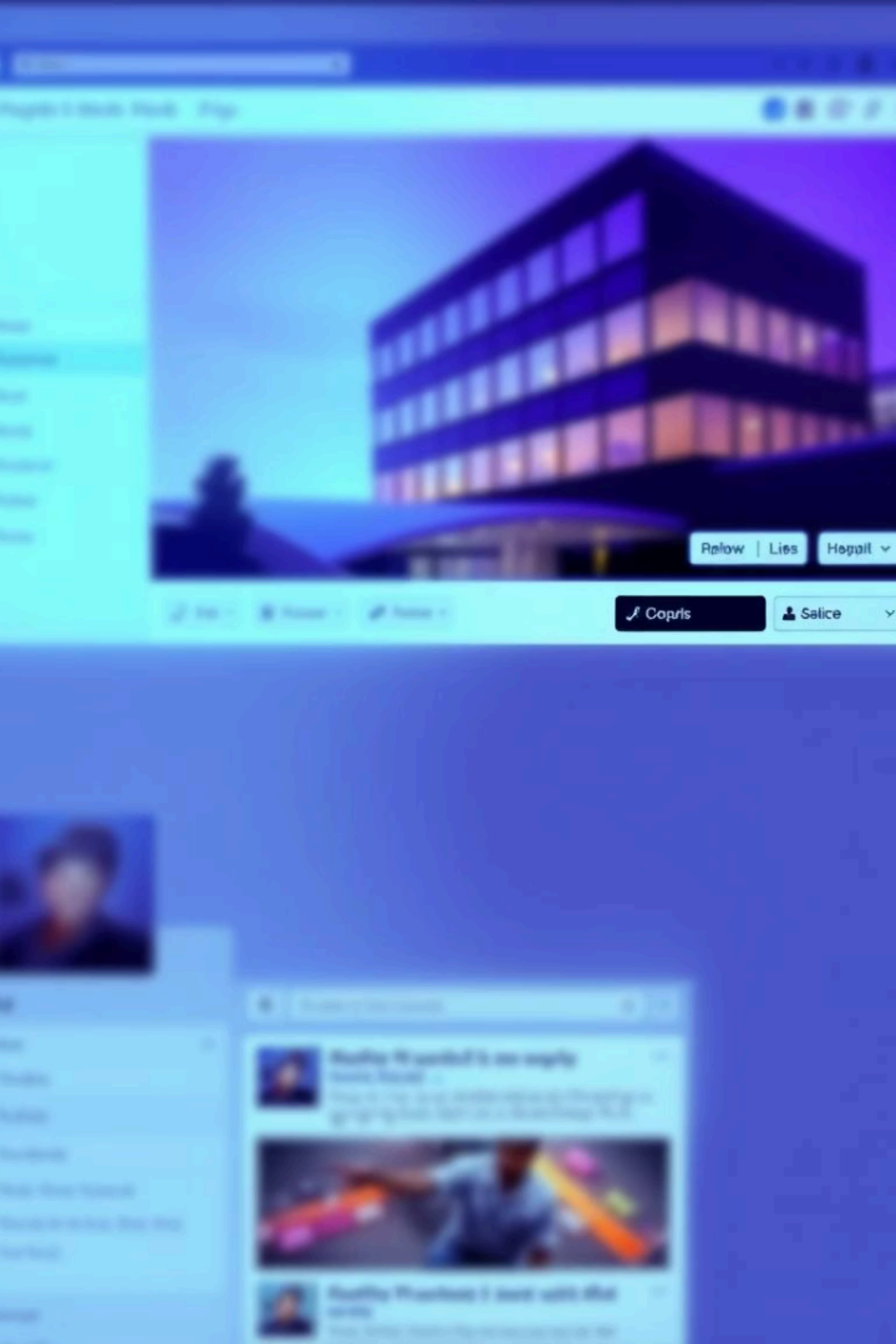
Share hospital news and research regularly.

2 Employee Advocacy

Encourage staff to share and interact with posts.

3 Network Expansion

Connect with peers and potential partners actively.



Facebook Page Challenges

The Facebook URL leads to a shared post, causing accessibility issues.

Assumed low engagement consistent with other platforms.

1

Provide Direct Page Link

Ensure easy access to the main Facebook page.

2

Post Regular Updates

Share patient stories and hospital news consistently.

3

Boost Community Engagement

Encourage reviews and interactions to build trust.



Summary of Key Issues by

Platform	Key Issues	Recommendations
YouTube	Low engagement, inconsistent branding, irregular posting	Enhance branding, regular schedule, playlists, audience engagement
Instagram	Duplicate accounts, inconsistent content, low engagement	Consolidate, themed content, schedule, stories & reels
LinkedIn	Limited content, low followers, underutilization	More posts, employee advocacy, grow network
Facebook	Access issues, potential low engagement	Fix links, regular updates, community building

Next Steps for Social Media Success

1

Audit & Plan

Review current social media and set goals.

2

Implement Changes

Update branding, content, and schedules.

3

Engage Audience

Encourage interaction and build community.

4

Monitor & Improve

Track metrics and adjust strategies regularly.

Consistent efforts will grow Sankar Foundation's online presence effectively.

