

Quarterly Connected-Account Audit Checklist

Run once per quarter, per workspace. Tokens, permissions, ownership and orphaned accounts. Audit date:

____ Auditor: _____ Workspace: _____

1. Enumerate every connection

- ☐ List every connected account across every workspace, including personal logins used "just once".
- ☐ Flag any account present on a platform but absent from your tool, and the reverse.
- ☐ Record the connection method for each: native tool connection, direct API app, or manual posting.

2. Map each connection to a named owner

- ☐ Name a current employee or client contact as owner for every connection. No blanks.
- ☐ Check no connection is authorized by someone who has left or is leaving this quarter.
- ☐ Meta note: Page access tokens are unique to each Page, admin and app combination, so the connection dies with that person's Page role.
- ☐ Confirm at least two people hold admin-level access on every business-critical account.

3. Check token age against each platform's refresh window

- ☐ Instagram: long-lived tokens last 60 days, must be at least 24 hours old to refresh, and cannot be refreshed at all once 60 days lapse.
- ☐ LinkedIn: access token 60 days, refresh token 365 days, and the refresh TTL does not reset when reused. Diary the original authorization date.
- ☐ TikTok: access token valid 24 hours, refresh token rotates on every refresh. Confirm the newest refresh token is the one stored.
- ☐ Meta: re-check any account whose owner changed a password or logged out (error 190 subcodes 460, 463, 458).
- ☐ Force-reauthorize anything dormant, seasonal or paused, rather than waiting for it to expire.

4. Verify role assignments

- ☐ Meta Page tasks per person: ANALYZE / ADVERTISE / MODERATE / CREATE_CONTENT / MANAGE.
- ☐ LinkedIn roles: ADMINISTRATOR, DIRECT_SPONSORED_CONTENT_POSTER, RECRUITING_POSTER, LEAD_CAPTURE_ADMINISTRATOR, LEAD_GEN_FORMS_MANAGER, ANALYST, CURATOR, CONTENT_ADMINISTRATOR. States: APPROVED / REJECTED / REQUESTED / REVOKED.
- ☐ Remove anyone who no longer needs access. Downgrade anyone over-permissioned.
- ☐ Clear stale REQUESTED role invitations and confirm REVOKED entries are genuinely gone.

5. Reconcile queued versus published

- ☐ Export what your tool believes it published last quarter, per account.
- ☐ Compare against what actually appears on each platform profile.
- ☐ Investigate every gap: expired token, rate ceiling, rejected media, or wrong visibility setting.

- ☐ Check visibility on TikTok posts: unaudited API clients publish SELF_ONLY and are capped at 5 users per 24 hours.

6. Check ceilings and cost against real volume

Instagram published posts	100 / 24h (50 carousels)	Meta Pages business use	4,800 x engaged users / case
Threads	250 posts, 1,000 replies / 24h		24h
TikTok init endpoint	6 requests / min / token	Meta app platform limit	200 x users / hour
		X post with a URL	\$0.200 vs \$0.015 without

7. Retire what is dead

- ☐ Decide keep, consolidate or archive for every account with no post in 90 days.
- ☐ Before archiving: export analytics, save the credential record, post a redirect note, then remove the connection.
- ☐ Delete unused API apps and revoke their tokens.

Findings and follow-up owners
