Social Media Report
Month:
Prepared by:

Growth
- <u>Total followers:</u> (across all platforms)
- <u>MTD growth:</u> (x% increase or decrease from previous month and previous year)
  - Facebook:
  - Instagram:
  - Twitter:

Average Reach or Impressions by Platform
- Facebook:
- Instagram:
- Twitter:

Average Engagement Rate by Platform
- Facebook:
- Instagram:
- Twitter:

Top Posts (by engagement rate)
- Facebook: *description of post including content type (photo, video, reel, etc.)*
  - Engagement rate:
  - Reach:
  - Day:
  - Time:
  - Link:

- Instagram: *description of post including content type (photo, video, reel, etc.)*
  - Engagement rate:
  - Reach:
  - Day:
  - Time:
  - Link:

- Twitter: *description of post including content type (photo, video, reel, etc.)*
  - Engagement rate:
  - Reach:
  - Day:
  - Time:
  - Link:

Top Posts (by reach or impressions)

- Facebook: *description of post including content type (photo, video, reel, etc.)*
  - Reach:
  - Engagement rate:
  - Day:
  - Time:
  - Link:

- Instagram: *description of post including content type (photo, video, reel, etc.)*
  - Reach:
  - Engagement rate:
  - Day:
  - Time:
  - Link:

- Twitter: *description of post including content type (photo, video, reel, etc.)*
  - Reach:
  - Engagement rate:
  - Day:
  - Time:
  - Link:

Total Number of Posts This Month

- Facebook:
- Instagram:
- Twitter:

Additional Notes or Highlights:

Instructions

To calculate *percentage increase*:

Work out the difference (increase) between the two numbers you are comparing.

Increase = New Number - Original Number.

Example: 100 (new number) – 80 (original number) = 20 (increase)

Divide the increase by the original number and multiply the answer by 100.

% increase = Increase ÷ Original Number × 100.

Example: 20 (increase) ÷ 80 (original number) × 100 = 25 (the percentage increase is 25%)

If your answer is a negative number, then this is a *percentage decrease*.

To calculate an average in Excel:

Enter numbers in a single column, then select all of the numbers.

In the top right corner, click the drop down arrow next to "AutoSum." Select "Average."