

SOCIAL MEDIA SCORECARDS





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INTRODUCTION

Want your social media campaign to do more than simply create a presence online but to actually drive business success? Whether you're setting up a new social media campaign or looking to grow it, use this Scorecard to quickly determine exactly what's working and why. Follow these 4 steps so you're not blindly throwing social media darts at the wall and can create social posts that will effectively drive business growth.

The 4 steps we will cover are:

- Establishing your cadence
- Establishing your KPIs
- Establishing your quality metrics
- Analyzing your results

Once you have completed your Scorecards, you should have an idea as to where across your social media pages you are succeeding, and where you could use some extra work. Continue to score your progress and adjust your goals as you see fit in order to ensure you're constantly pushing yourself to grow your social presence.

Let's break down the Scorecards step-by-step.



SETTING UP YOUR SCORECARD

STEP 1: **ESTABLISHING YOUR CADENCE**

The first step in creating your social media scorecard is to establish how much of each type of content you post (or want to post) per week. If you have an established social media calendar, add up your individual items to generate your values. If you don't have a social media calendar, then it's time to make one!

STEP 2: **ESTABLISHING YOUR KPIs**

Once you've established how many of each type of post you're going to be publishing each week, now it's time to establish what your KPIs (key performance indicators) will be. These KPIs will vary by type of business, but we've included the KPIs that will be most important for most businesses. To determine your goals, you'll need to dive into some historical data. Because social media metrics are always varying, we recommend that you look at the past month's data to determine your goals. Averaging out your weekly results will give you a good indication of where you should be shooting for.



In the name of growth multiply each average by 1.05 or 1.10 to make sure that each month you are aiming higher with your goals. If you find that you're not growing one or more of your KPIs by 5-10% each month, keep them the same until you start to see growth. For example, if I set a goal for myself to get 250 comments per week in May, and I'm consistently hitting that goal, then in June I will look to increase my goal by 5-10% to challenge myself to grow the number of comments I receive on my posts month over month.

STEP 3:

ESTABLISHING YOUR QUALITY METRICS

Now that you've established your KPIs, it's time to dive into your post quality metrics. This section will help you understand how your posts are performing overall, and if you need to focus on the quality of your posts in any specific areas. Much like your KPIs, these quality metrics will vary from business to business, but we've identified the metrics that most businesses will need to focus on. To determine your goals, again you'll need to dive into some historical data from the previous month. Look at your highest performing posts from each week of the previous month and set your goals according to these high performing posts.



For example, if you see that each week, 2 posts are typically getting over 500 engagements, then set a quality metric goal of “2 posts over 500 engagements.” This section is not an exact science, but a way to challenge yourself and raise your bar on quality each month.

STEP 4:

ANALYZING YOUR RESULTS

Now comes the fun part of analyzing your results. Let’s recap each section of the scorecard before we jump in.

- 1. Number of Posts:** The number of each post type that you are publishing each week.
- 2. Key Performance Indicators:** The data supporting how well your posting strategy is performing according to your established KPIs.
- 3. Post Quality Analytics:** The data supporting how well your content is being received by your audience.

On Monday of each week, dive into your analytics to determine wins and losses for each section. While it may sound fun to add up your total score for all three sections combined, that’s not going to do us much good. Each section needs to be analyzed individually and scored. **To get a win for an overall section, you are only allowed to have one loss in that section.**



Once you've established your results, analyze your scores according to this key:

WIN WIN LOSS:

You're hitting your KPIs, but you could improve on the quality of your posts. Try raising your KPIs a bit to challenge yourself to increase the quality and effectiveness of each post.

WIN LOSS WIN:

You're posting quality content that resonates well with your audience, but you're not hitting your KPIs. Consider increasing the number of posts you publish before adjusting your KPIs down.

WIN LOSS LOSS:

You're hitting your number of posts but the quality and overall performance is lacking. Look into your highest performing posts to analyze what's working with your audience and try to improve your post quality metrics.

WIN WIN WIN:

Keep it up! Consider challenging yourself by adjusting your KPIs and Quality Metrics up!



LOSS LOSS LOSS:

Don't worry, this happens to the best of us. Try for another week before adjusting anything, putting an emphasis on hitting your goal for number of posts.

LOSS LOSS WIN:

You're posting quality content, just not enough! Make sure to hit your goal for number of posts to see more positive results on your KPIs.

LOSS WIN WIN:

This is interesting. You're hitting your goals with quality posts, but falling behind on the number of posts you're publishing. If you're finding that your goal for number of posts is too much to handle, consider adjusting your goals down. But, if you think that you can manage to hit your goal for number of posts without adjusting down, consider bumping up your KPIs in the coming weeks.

LOSS WIN LOSS:

If you're seeing a scorecard like this, it's time to adjust your KPIs up!

Now that you know what to look for, it's time to dive into the Scorecards themselves!



INSTAGRAM SCORECARD

STEP 1

NUMBER OF POSTS

Photos:

ACTUAL

GOAL

☐

WIN

☐

LOSS

Videos:

ACTUAL

GOAL

☐

WIN

☐

LOSS

Stories:

ACTUAL

GOAL

☐

WIN

☐

LOSS

Overall
Result

☐

WIN

☐

LOSS



INSTAGRAM SCORECARD

STEP 2

KEY PERFORMANCE INDICATORS

Comments:

ACTUAL

GOAL

☐

WIN

☐

LOSS

Profile Views:

ACTUAL

GOAL

☐

WIN

☐

LOSS

Likes:

ACTUAL

GOAL

☐

WIN

☐

LOSS

Video Views:

ACTUAL

GOAL

☐

WIN

☐

LOSS

New Followers:

ACTUAL

GOAL

☐

WIN

☐

LOSS

Overall
Result

☐

WIN

☐

LOSS



INSTAGRAM SCORECARD

STEP 3

POST QUALITY METRICS

Did ____ post(s) get over ____ likes? ☐ WIN ☐ LOSS

Did ____ post(s) get over ____ comments? ☐ WIN ☐ LOSS

Did ____ video(s) get over ____ views? ☐ WIN ☐ LOSS

Did all posts get over ____ likes? ☐ WIN ☐ LOSS

Did ____ stories get over ____ views? ☐ WIN ☐ LOSS

Overall Result ☐ WIN ☐ LOSS

Instagram Score: _____
WIN/LOSS STEP 1 WIN/LOSS STEP 2 WIN/LOSS STEP 3



FACEBOOK SCORECARD

STEP 1

NUMBER OF POSTS			
Photos:	<hr/>	<hr/>	<input type="checkbox"/> WIN <input type="checkbox"/> LOSS
	ACTUAL	GOAL	
Videos:	<hr/>	<hr/>	<input type="checkbox"/> WIN <input type="checkbox"/> LOSS
	ACTUAL	GOAL	
Owned Links:	<hr/>	<hr/>	<input type="checkbox"/> WIN <input type="checkbox"/> LOSS
	ACTUAL	GOAL	
Shared Links:	<hr/>	<hr/>	<input type="checkbox"/> WIN <input type="checkbox"/> LOSS
	ACTUAL	GOAL	

Overall
Result ☐ WIN ☐ LOSS



FACEBOOK SCORECARD

STEP 2

KEY PERFORMANCE INDICATORS

Comments:	<hr/>	<hr/>	<input type="checkbox"/>	<input type="checkbox"/>
	ACTUAL	GOAL	WIN	LOSS
Profile Views:	<hr/>	<hr/>	<input type="checkbox"/>	<input type="checkbox"/>
	ACTUAL	GOAL	WIN	LOSS
Likes:	<hr/>	<hr/>	<input type="checkbox"/>	<input type="checkbox"/>
	ACTUAL	GOAL	WIN	LOSS
New Followers:	<hr/>	<hr/>	<input type="checkbox"/>	<input type="checkbox"/>
	ACTUAL	GOAL	WIN	LOSS

Overall Result	<input type="checkbox"/>	<input type="checkbox"/>
	WIN	LOSS



FACEBOOK SCORECARD

STEP 3

POST QUALITY METRICS

Did ____ post(s) get over ____ engagements? ☐ WIN ☐ LOSS

Did ____ post(s) get over ____ comments? ☐ WIN ☐ LOSS

Did ____ video(s) get over ____ views? ☐ WIN ☐ LOSS

Did ____ post(s) reach more than ____ people? ☐ WIN ☐ LOSS

Did ____ links get more than ____ clicks? ☐ WIN ☐ LOSS

Overall Result ☐ WIN ☐ LOSS

Facebook Score: _____
WIN/LOSS STEP 1 WIN/LOSS STEP 2 WIN/LOSS STEP 3



WHAT'S NEXT?

Now that you've you've finished scoring your Social Media campaign(s), you're ready to take your marketing efforts to the next level.

If you want to hone and develop not only your Social Media expertise, but learn new skills that will make you a well-rounded, full-stack Digital Marketer, you're going to want to [join DigitalMarketer Lab+](#).

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- Search Marketing
- Email Marketing
- Copywriting

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