# Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

**Report**

# Report

## FACEBOOK

| | Actual | Target | To Target | Prev Period | To Previous |
|---|---|---|---|---|---|
| Followers | 2,400 | 2,500 | - 4.0% | 2,345 | +2.3% |
| Impressions | 601 | 20,000 | +0.5% | 20,000 | +0.5% |
| Link Clicks | 20,100 | 550 | +9.3% | 580 | +3.6% |
| Engagement | 552 | 500 | +10.4% | 538 | +2.6% |

CTR (6-months trend)

Jul 2018 | Aug 2018 | Sep 2018 | Oct 2018 | Nov 2018 | Dec 2018

## TWITTER

| | Actual | Target | To Target | Prev Period | To Previous |
|---|---|---|---|---|---|
| Followers | 1,780 | 1,750 | +1.7% | 1,700 | +4.7% |
| Impressions | 15,000 | 17,500 | -14.3% | 14,750 | +1.7% |
| Link Clicks | 469 | 500 | -6.2% | 475 | -1.3% |
| Engagement | 400 | 375 | +6.7% | 400 | 0% |

CTR (6-months trend)

Jul 2018 | Aug 2018 | Sep 2018 | Oct 2018 | Nov 2018 | Dec 2018

## INSTAGRAM

| | Actual | Target | To Target | Prev Period | To Previous |
|---|---|---|---|---|---|
| Followers | 2,000 | 2,100 | -4.8% | 1,979 | +1.1% |
| Impressions | 16,600 | 16,000 | +3.8% | 16,425 | +1.1% |
| Bio Link Clicks | 535 | 530 | +0.9% | 547 | -2.2% |
| Engagement | 490 | 500 | -2.0% | 504 | -2.8% |

CTR (6-months trend)

Jul 2018 | Aug 2018 | Sep 2018 | Oct 2018 | Nov 2018 | Dec 2018

## YOUTUBE

| | Actual | Target | To Target | Prev Period | To Previous |
|---|---|---|---|---|---|
| Followers | 2,169 | 2,300 | -5.7% | 2,118 | +2.4% |
| Views | 18,219 | 18,000 | +1.2% | 17,791 | +2.4% |
| Avg. View Duration (min) | 2.31 | 2.35 | -1.7% | 2.42 | -4.5% |
| Engagement | 500 | 490 | +2.0% | 490 | +2.0% |

CTR (6-months trend)

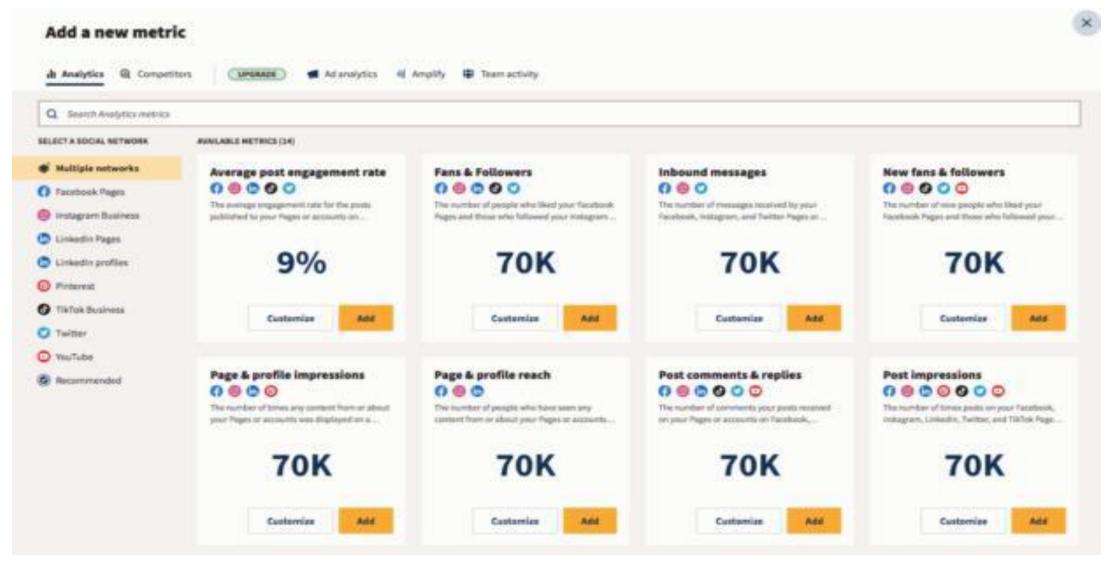Jul 2018 | Aug 2018 | Sep 2018 | Oct 2018 | Nov 2018 | Dec 2018

- Social media report offers a means of extracting value from data based on various social networks (Facebook, Twitter, LinkedIn, YouTube, etc.) and metrics (follows, likes, reach, growth, awareness, post-performance, engagements, etc.) over various time frames.

- Social media marketing reporting is based on a curated collection of data and statistics that are customized based on your business's social marketing activities and goals.

- By using social media management reporting software to track, measure, and refine your socially-driven efforts, you will make better, swifter, and more informed decisions while maximizing your ROI with every initiative or interaction you make.

- Social platform marketing covers a wide range of platforms, plans, campaigns, and strategic initiatives. Being able to make intelligent decisions that will streamline your efforts will pay dividends.

- That said, social media reporting will open your eyes to a wealth of information that will help you generate leads, cultivate long-lasting customer relationships, and create material that is shareworthy and will boost your levels of brand awareness.

# Creating a report

- Creating a social media report isn't as daunting as it sounds — particularly if you're here on this blog post where we're about to lay out the super-simple step-by-step instructions for building one from scratch.

- But if even that process feels overwhelming, don't stress.

- Scroll down to find an easy-to-customize social media report template waiting for you.

- Breaking it down into manageable steps can simplify the process.

- Here's a step-by-step guide to help you create a comprehensive social media report:

# Creating a report

# Creating a report

- **How to create a social media report in 11 steps**
- Step 1: Determine who this social media report is for. …
- Step 2: Set clear goals and objectives. …
- Step 3: Choose relevant metrics. …
- Step 4: Gather data. …
- Step 5: Analyze performance. …
- Step 6: Create visuals. …
- Step 7: Compare your data with previous periods.
- Step 8: Share audience insights

# Creating a report:

- Step9: Provide competitive analysis
- Step 10: Create a campaign evaluation
- Step 11: Recommendations and action plan