

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will write an email to report on the performance of a social media campaign. Social media reports help you present and visualize social media data to others. They can help you justify your strategy and the decisions you've made based on the data to stakeholders and provide them with valuable insights.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

You work for an agency hired to do the marketing for Great Grounds, a small, regional chain of coffee shops. You recently published two Tweets related to daylight savings time, when people set their clocks forward an hour. The goal of this campaign was to increase engagement, and you analyzed data from the platform to determine if the Tweets achieved this goal. In this activity, you will write an email to senior stakeholders to report on your analysis. You will describe the campaign and its goal, explain your analysis of the data, create and insert a chart to visualize the data, and indicate any changes to your strategy based on your analysis.

To help you craft your email, review the following:

Raw data: [Great Grounds Twitter data](#)

Campaign KPIs: Retweets, replies, likes, user profile clicks, hashtag clicks, detail expands

Key findings based on analysis of the data:

Tweet 1 had almost twice as many impressions as Tweet 2, but Tweet 2 received almost six times as many engagements. Because increasing engagement was the goal of the campaigns, Tweet 2 performed better overall.

Tweet 1 was posted at 8:03 in the morning, so many more people saw it. Because fewer people were in their feeds at 1:59 a.m. when Tweet 2 was posted, that Tweet got fewer impressions. However, because Tweet 2 included a funny image and text and relevant hashtags, it got more engagements than Tweet 1, which did not include an image, hashtags, or engaging text.

The data indicates that the audience responded better to content containing funny images and text, as well as relevant hashtags.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Social media report email](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity template_Social media report email](#)
DOCX File

Step 2: Access supporting materials

The following supporting materials will help you complete this activity. Keep them open as you proceed to the next steps.

To use the supporting materials for this course item, click the link below and select “Use Template.”

Link to supporting materials: [Great Grounds Twitter data](#)^[↗]

OR

If you don’t have a Google account, you can download the supporting materials directly from the attachment below.

 [Great Grounds Twitter data_Report on social media performance](#)
[XLSX File](#)

Step 3: Write a clear subject line

Add a clear and succinct subject line that summarizes the purpose of your report. Precede the summary with “Update” or “Report” so that your readers know what to expect. Setting this word in all capital letters or in brackets can help call attention to your email in a stakeholder’s crowded inbox. Follow with a few words describing what data the report will highlight.

Step 4: Add an introduction and describe the campaign goal

Start with a brief, sincere greeting to add a personal touch to the beginning of the email. Since your audience is senior stakeholders, be sure to keep your greeting short and professional.

Then, introduce what your report is about. Describe the data you will be discussing and the goal of the campaign.

Step 5: Summarize your key findings

Briefly describe your analysis of the data. As you write, keep your audience in mind. Include only the most relevant and essential information and explain how it relates to your campaign goal and KPIs. Also, since your stakeholders may not be familiar with marketing terminology, make sure the language you include will still be clear to someone who does not have a marketing background. Use a bulleted list to help organize the information.

Step 6: Create and insert a chart

Since the goal of the campaign was audience engagement, the most relevant data to illustrate is related to engagement. Follow these steps to create a chart to visualize the relevant data in Google Sheets:

Open the [Great Grounds Twitter data](#)^[↗] spreadsheet and select “Use Template.”

Select columns A (Tweet number) and G–L (engagement-related metrics) in the spreadsheet.

From the menu, select “Insert” and then select “Chart.”

In the chart editor, go to “Setup.” In the Bar section, select “Stacked bar chart”

Click on “Y-axis” and select “Tweet number.”

In the chart editor, go to “Customize,” select “Chart & axis title,” and select “Chart title.” Then give the chart a title that describes the data it illustrates.

Once you’ve created your chart, select the chart by clicking on it. Then, click on the Edit drop down menu on the top left. Click Copy. Once the chart is copied, go to your email template doc. Highlight “[Chart illustrating relevant data]” and paste the chart into the email template.

Step 7: Explain any suggested strategy changes

Describe how your analysis of the data will inform your strategy moving forward. Indicate any changes you plan to make to future content based on what you’ve learned and why you feel those changes are warranted.

Step 8: Add a closing

End the email with a simple closing that indicates you are available for further discussion if the stakeholders have any questions or concerns.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to include the following elements in your completed report:

Greeting

Introduction and campaign goal

Summary of key findings

Chart illustrating key findings

Explanation of strategic decisions

Conclusion