

Item Navigation

# Activity Exemplar: Report on social media performance

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

## Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



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

OR

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



**Activity Exemplar\_ Social media report email**  
DOCX File



## Assessment of Exemplar

Compare the exemplar to your completed social media report. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Review each section of the email report:

- The subject line contains a description of the purpose of the report preceded by “Update,” “Report,” or similar.
- The greeting is brief and sincere.
- The introduction describes the data you will be discussing and the goal of the campaign.
- The summary of key findings includes the most relevant, essential information organized in a bulleted list.
- The chart illustrates the relevant data and contains a descriptive title.
- The explanation of your decisions describes how your analysis of the data will inform your strategy moving forward.
- The closing indicates you are available for further discussion if stakeholders have questions.

Mark as completed

