Socialife Analytics Tool — Overview for Laura

Prepared: 30 January 2026 **Wireframes:** View Interactive Demo

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What We're Building

A custom analytics and content planning tool to replace Metricool, giving you:

- **Full ownership** of your data and reports
- **No ongoing subscription** (one-time build cost)
- **White-labelled reports** with Socialife branding for each client
- **Content planning** with AI-powered suggestions

How It Works

1. Your Team Exports Data Monthly

Each month, your team downloads analytics CSVs from each platform: - Instagram → Professional Dashboard → Insights → Export - Facebook → Meta Business Suite → Insights → Export - TikTok → TikTok Studio → Analytics → Download - LinkedIn → Page Admin → Analytics → Export

2. Drop Files into a Shared Folder

Files go into a structured folder (local drive, OneDrive, Google Drive, or Dropbox):

```
SocialifeData/
├── Essex Sports Club/
│   ├── instagram/2026-01-metrics.csv
│   ├── facebook/2026-01-insights.csv
│   └── tiktok/2026-01-analytics.csv
├── Bella's Bakery/
│   └── instagram/2026-01-metrics.csv
└── [other clients...]
```

3. Click "Sync" and Generate Reports

You open the app, click **Sync All**, and the system imports all new data. Then generate professional PDF reports for each client with one click.

Estimated monthly time: 15-20 minutes per client for exports, then one-click sync and report generation.

What You'll See

Wireframes to Review

Click the links below to see the proposed interface in your browser:

Page	Purpose	Link
Dashboard	Overview of all 16 clients at a glance	View Dashboard
Clients	Add, edit, archive clients with their branding	View Clients
Import Data	Folder sync or manual CSV upload	View Import
Content Calendar	Plan and schedule posts with AI suggestions	View Calendar
Settings	Configure AI, branding, backups	View Settings
Report Preview	White-labelled PDF report view	View Report

Start here: Dashboard — then use the sidebar to navigate between pages.

Key Features

Analytics & Reporting (MVP Priority)

- Import data from Instagram, Facebook, TikTok, LinkedIn
- Dashboard showing all clients' key metrics
- White-labelled PDF reports with your branding and each client's logo
- Trend analysis over time
- Top performing content highlights

Content Planning (Secondary)

- Visual content calendar
- AI-powered caption and hashtag suggestions
- Draft → Approval → Scheduled workflow
- Optimal posting time recommendations based on analytics

Client Management

- Full client lifecycle: onboard new clients, archive when contracts end
- Store client branding (logo, colours) for reports
- Track which platforms each client uses

What Success Looks Like

Goal	How We'll Measure It
Cost savings	Metricool subscription cancelled
Time savings	Monthly reporting takes less time than current process
Quality	Clients impressed with new report format

How We'll Roll This Out

```
Phase 1: Build & Test
   ↓
Phase 2: Parallel Run (use both Metricool AND new tool)
   ↓
Phase 3: Switch Over (cancel Metricool when confident)
```

No deadline pressure — we run in parallel until you're happy with the new tool.

Questions for You

Before we start building, we need your input on a few things:

1. Sample Reports

Question: Can you share 1-2 example Metricool reports that you're happy with?

Why it matters: This helps us design the PDF layout to match or improve on what clients already expect.

If you don't have any: We'll design from scratch based on the wireframes.

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2. Data Retention Requirements

Question: How long do your client contracts require you to keep their data?

Why it matters: We need to know whether to keep 1 year, 2 years, or longer of historical analytics.

Options: - [ ] 1 year rolling - [ ] 2 years - [ ] As long as they're a client - [ ] Specific requirement in contracts (please specify)

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3. Data Deletion (GDPR)

Question: Do your client contracts include data deletion requirements?

Why it matters: If a client leaves, we may need a "delete all their data" feature for GDPR compliance.

Options: - [ ] Yes — must be able to delete on request - [ ] No specific requirement - [ ] Not sure — I'll check

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4. Current Tools

Question: What other tools does your team currently use day-to-day?

Why it matters: We might be able to integrate (e.g., save reports directly to Google Drive).

Options: - [ ] Google Workspace (Gmail, Drive, Calendar) - [ ] Microsoft 365 (Outlook, OneDrive, Teams) - [ ] Canva - [ ] Slack / WhatsApp for team communication - [ ] Other: _____

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5. Metrics That Matter Most

Question: Which metrics do your clients care most about in their reports?

Why it matters: We'll prioritise these in the dashboard and report layout.

Rank these 1-5 (1 = most important): - [ ] Follower growth - [ ] Engagement (likes, comments, shares) - [ ] Reach / Impressions - [ ] Best performing posts - [ ] Posting consistency

Any others? _____

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6. Wireframe Feedback

Question: After reviewing the wireframes, what would you change?

Please note: - Anything confusing - Missing features - Layout preferences - "This isn't how I'd do it" moments

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Next Steps

1. **You review** this document and the wireframes
2. **You answer** the questions above
3. **We clarify** anything unclear
4. **Development begins** on the MVP
5. **You test** alongside Metricool
6. **We refine** based on your feedback
7. **Switch over** when ready

Contact

Questions? Let us know and we'll clarify anything before moving forward.

Prepared by Vibe Coding Consulting