

Sample social media performance report

Post ID	Platform	Post Type	Caption Theme	Reach	Engagement Rate	Shares/Saves	CTR (Click-Through Rate)
001	Instagram	Reel	Product Teaser	14,500	8.2%	620 shares / 230 saves	4.5%
002	TikTok	Short Skit	Humor/Behind-the-Scenes	28,000	12.5%	1,100 shares / 500 saves	5.2%
003	Twitter	Image Post	Promo Code Offer	6,200	3.1%	90 retweets	1.8%
004	Instagram	Carousel	Menu Highlights	11,300	6.8%	420 shares / 150 saves	3.5%
005	TikTok	User-Generated Reaction	Customer Reactions	32,400	14.8%	1,300 shares / 650 saves	6.0%