

# Monthly Performance Review Template

Month: [Month & Year]

Reporting Period: [Start Date – End Date]

## 1. METRICS ANALYSIS

### Growth Metrics:

- Total Followers (Start vs End of Month): [Number]
- New Followers Gained: [Number]
- Unfollows: [Number + potential reasons]
- Net Growth Rate: [Percentage increase/decrease]

### Engagement Metrics:

- Total Likes/Reactions: [Month total vs. last month]
- Comments: [Quantity + quality analysis]
- Shares: [Most shared content identification]
- Engagement Rate (avg): [Highest/lowest performing posts]

### Reach & Visibility:

- Total Reach (organic vs paid): [Numbers]
- Total Impressions: [Visibility metrics]
- Top Performing Posts: [Which worked best + why]
- Lowest Performing Posts: [What to avoid]

## 2. CONTENT PERFORMANCE REVIEW

### Best Performing Content:

1. Post Type: [Video/Image/Text/Carousel]
  - Topic: [Specific subject matter]
  - Engagement Rate: [%]
  - Why it worked: [Analysis]- Replication Strategy: [How to recreate success]
2. Second Best Post: [Details]

### 3. Third Best Post: [Details]

#### Underperforming Content

- Post details + engagement rates.
- Potential reasons for poor performance.
- Lessons learned for future content.

### 3. AUDIENCE INSIGHTS REVIEW

- New Audience Demographics: Age, location, interests.
- Peak Activity Times: When the audience is most active.
- Content Preferences: Types of posts generating most engagement.
- Competitor Analysis: What worked for similar pages this month.

### 4. MONTHLY CHALLENGES & SOLUTIONS

#### Challenges Faced:

1. [Challenge 1] → [Proposed Solution]
2. [Challenge 2] → [Proposed Solution]
3. [Challenge 3] → [Proposed Solution]

#### Opportunities Identified:

1. [Opportunity 1] → [Action Plan]
2. [Opportunity 2] → [Action Plan]

### 5. NEXT MONTH'S STRATEGIC FOCUS

#### Priority Actions:

1. Content Strategy Adjustments: Based on this month's performance.
2. Engagement Tactics: New approaches to try.
3. Growth Initiatives: Specific tactics for follower acquisition.

#### 4. Community Building: Ways to strengthen audience relationships.

Content Calendar Preview (for next month):

- Monday: [Planned content type & topic]
- Tuesday: [Planned content type & topic]
- Wednesday: [Planned content type & topic]
- Thursday: [Planned content type & topic]
- Friday: [Planned content type & topic]
- Weekend: [Planned content type & topic]