

June 2020

Social Media Report

Any Social Media
Services

Prepared by: Katie Williams,
Social Media Analyst

Approved by: Paul Parker,
Digital Director

About Any Social Media Services

With the ubiquity of smartphones nowadays, we cannot deny the huge impact of social media in driving consumer behavior. That's why brands both big and small tap digital platforms in a bid to capture market share. But being online simply isn't enough—brands need to have insights of their consumers' online behavior, and use that data to drive revenue for their business.

This is where social media reports come in. By tinkering with some data points here and there, social media marketers can tell middle managers and top-level executives how their brands are perceived by their customers. More than just the numbers, digital marketers must also create a concise yet effective social media report that is meaningful for all stakeholders involved.

Mission and Vision

Before even typing your report, first take the time to consider who the report is for. One good rule of thumb to remember is that the higher up the stakeholder is in the organizational ladder, the more succinct the report needs to be. With the myriad of metrics social media marketers have access to, it's tempting to drown your audience in numbers.

Social Media Summary

The next step is to decide what metrics matter to you. Below are some metrics you can start with:

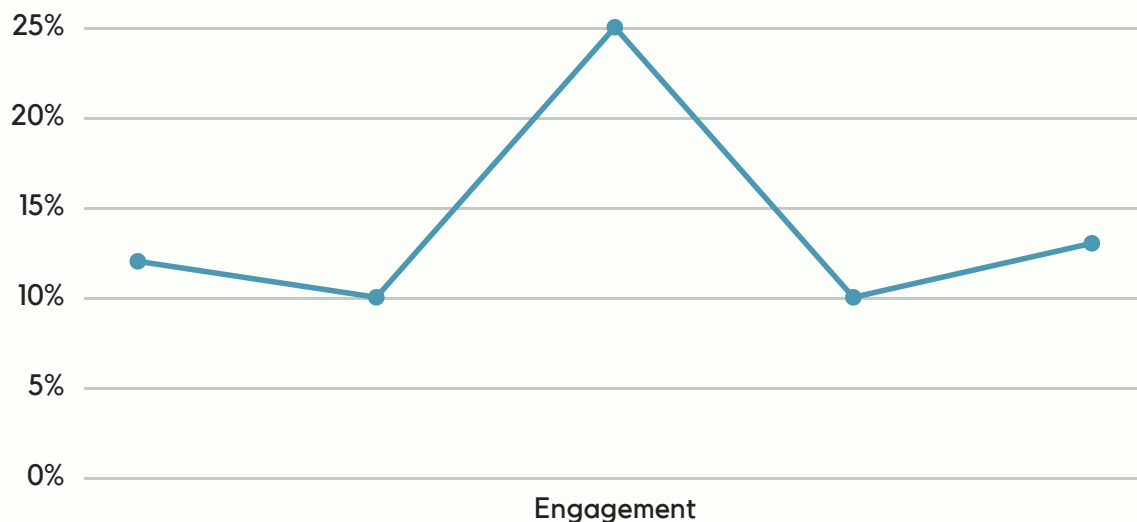
- Follower growth – the number of people you have reached
- Influencer report – the influential people in your network
- Volume of posts – the number of times you have shared content
- Reach rate – the number of users who have seen your post
- Total engagement – how much interaction each post generated
- Engagement per follower – engagement each post generated

Digital Platforms

Now that you know your audience and metrics, you can start creating your report. Kick things off by presenting the big picture. Give a snapshot which summarizes how you are doing across all social media platforms. Here, you can do a health check and assess how well these platforms are doing for the reporting period. Remember that you don't have to jam all metrics in one page. Make it easy for your audience by selecting just the top three or four important metrics. Then give a few takeaways, which lets you transition smoothly to the other parts of your report.

Key Performance Indicators

Social sentiment has been positive in Q1 and Q2. Digital engagement has increased by 25%



After presenting your social media overview, you're ready to show your goals and key initiatives. Start by identifying the objectives that the team has set for the reporting period, then relate these to bigger business objectives. If the team has been embarking on key initiatives, include that here as well. Remember to keep it simple and zero in on your main goals. For context, present data in easy-to-follow charts, which present the progress you have done month to month.

Doing so gives you the opportunity to show how your social media program has been improving over time, as well as how these activities are adding value to the organization.

Social Media ROI

Measuring the efficacy of our social media campaigns

Whether you choose to have a monthly or quarterly report, there are some tips you can learn to help your report shine. First is to make the report relevant to your audience. Selecting the right information from a glut of data makes a difference in supporting the goals of your team and organization. Second, keep in mind that social media statistics don't operate in a vacuum. That's why you need to relate current data to previous data. Lastly, aside from keeping it simple, your report should always answer "so what?"

A big project involves overseeing a lot of moving parts, oftentimes from different people. To have a successful rollout, project managers rely on a well-crafted project plan to ensure objectives are met on time and on budget.

A project plan is a formal approved document which is used to define project goals, outline the project scope, monitor deliverables, and mitigate risks. It must answer basic questions like what is the purpose of the project, what activities are involved, who will be responsible for what, and when is it expected to be completed? It is not to be confused with the Gantt chart, which shows project deliverables against the timeline. The said chart is only one part of the project plan.

The first step to creating an effective project plan is to set a baseline. The baseline is the foundation on which the other project elements will be built on.

Dominating Digital Channels

Campaign estimated budget:	\$60,000
Facebook	\$70,000
Instagram	\$100,000
Twitter	\$70,000
Total	\$300,000

Social Strategy

Paid Media vs. Organic Reach

"Strategic spending in digital media can help improve total reach and lifetime impressions."

Still not sure how to present your data? Here are some types of social media reports:

1

Daily dashboard – This report takes note of spikes of activity for the social media team to respond to trends quickly.

2

Weekly KPI report – A weekly snapshot of your most important KPIs in comparison to the previous week, and the corresponding week from the previous year

2

Monthly roll-up report – This is a more objective report for management covering a longer period of time.

2

Quarterly strategy review – Here, the focus is less on the numbers and more on actions, prioritization, and goal-setting.

Measuring Brand Influence

Use of Analytics

Evaluating external social media influence using analytical tools will result in tangible data.

The next step is to decide what metrics matter to you. Below are some metrics you can start with:

Follower Growth	the number of people you have reached
Influencer Report	the influential people in your network
Volume Posts	the number of times you have shared content
Reach Rate	the number of users who have seen your post
Total Engagement	how much interaction each post generated

Meet the Team

Leslie Jones, Community Manager

Katie Williams, Social Media Analyst

After presenting your social media overview, you're ready to show your goals and key initiatives. Start by identifying the objectives that the team has set for the reporting period, then relate these to bigger business objectives. If the team has been embarking on key initiatives, include that here as well. Remember to keep it simple and zero in on your main goals. For context, present data in easy-to-follow charts, which present the progress you have done month to month. Doing so gives you the opportunity to show how your social media program has been improving over time, as well as how these activities are adding value to the organization.

While it's important to mention how great things are going, don't paint an overly rosy picture. Make sure to note gaps in your initiatives, and come up with an action plan on how you will address these issues the next time around.

Email us for a copy and for more info!

hello@reallygreatsite.com

1

Daily dashboard – This report takes note of spikes of activity for the social media team to respond to trends quickly.

2

Weekly KPI report – A weekly snapshot of your most important KPIs in comparison to the previous week, and the corresponding week from the previous year

2

Monthly roll-up report – This is a more objective report for management covering a longer period of time.

2

Quarterly strategy review – Here, the focus is less on the numbers and more on actions, prioritization, and goal-setting.