

sproutsocial

[YOUR BRAND HERE]

Social media report

Analytics wrap-up for [WEEK/MONTH/YEAR]

Introduction

Input information about your current social strategy here, including goals, progress towards goals, how your social channels are being monitored, and how your social data is collected.

You can also discuss the importance of social to overall brand health and digital presence.

This is also the place to add information about past strategy, high-level learnings, and your vision for the future.

Profiles discussed in this report

Which social profiles are you tracking and measuring? Provide information about whether the profile is an owned profile or a competitor's profile.

- [YOUR BRAND] Facebook profile
- [YOUR BRAND] Twitter profile
- [YOUR BRAND] Instagram profile
- [YOUR BRAND] YouTube profile
- [YOUR BRAND] Pinterest profile
- [YOUR BRAND] LinkedIn profile
- [COMPETITOR X] Twitter profile
- [COMPETITOR Y] Twitter profile

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Cross-channel performance

[DESCRIPTION OF HOW YOUR DIFFERENT SOCIAL CHANNELS ARE PERFORMING IN AGGREGATE]

Primary cross-channel metrics

| Key performance indicator | Results |
|--|------------------------------------|
| Total engagement (number of likes, comments, and shares of posts) | [TOTAL ENGAGEMENT GOES HERE] |
| Net new audience (net change in audience count for the selected profile(s) during the selected date range) | [TOTAL NET NEW AUDIENCE GOES HERE] |
| Total posts | [TOTAL POST COUNT GOES HERE] |
| Total audience | [TOTAL AUDIENCE GOES HERE] |

Total engagement by [DAY/WEEK/MONTH] and [CHANNEL/CONTENT TYPE]:



Top posts by engagement

INSERT CAROUSEL OF TOP POSTS
BY ENGAGEMENT

Profiles: Stack up

INSERT THE "PROFILES" SUBTAB IN
THE CROSS CHANNEL REPORT (Hint:
Toggle on/off the columns you need)

Video performance

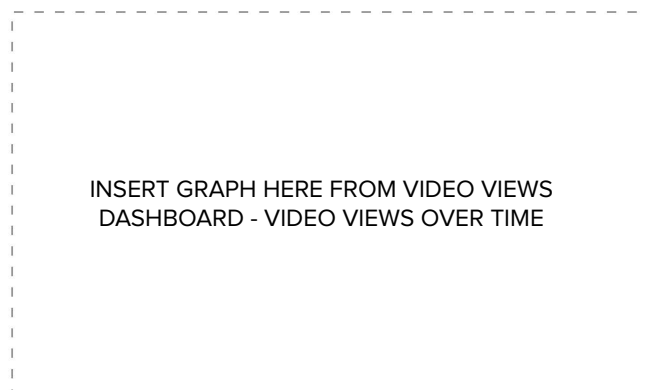
[DESCRIPTION OF HOW YOUR VIDEO STRATEGY IS PERFORMING AND WHAT YOUR PRIMARY FOCUSES HAVE BEEN]

- CHANNEL USED
- CHANNEL USED

Primary video view metrics

| Key performance indicator | Results |
|---------------------------|--|
| Total videos posted | [TOTAL VIDEOS POSTED GOES HERE] |
| Video impressions | [TOTAL VIDEO IMPRESSIONS GOES HERE] |
| Video views | [TOTAL VIDEO VIEWS GOES HERE] |
| Video engagement | [TOTAL ENGAGEMENT GOES HERE] |
| Video completions | [TOTAL VIDEO COMPLETIONS PERCENTAGE GOES HERE] |

Video views over time by [DAY/WEEK/MONTH]:



Video consumption

INSERT GRAPH HERE FROM VIDEO
CONSUMPTION GRAPHS FOR FACEBOOK
AUDIENCE RETENTION

Impressions and engagement: Channel breakdown

INSERT TABLE OF THE CHANNEL
BREAKDOWN OF THE IMPRESSIONS/
ENGAGEMENT RATE

Engagement by type: Channel breakdown

INSERT THE ENGAGEMENT BY TYPE
TABLE HERE

Facebook

[DESCRIPTION OF FACEBOOK STRATEGY AND HIGH-LEVEL RESULTS]

Primary Facebook metrics

| Key performance indicator | Results |
|---------------------------------|------------------------------------|
| Total engagements | [TOTAL ENGAGEMENT GOES HERE] |
| Page views | [TOTAL NET NEW AUDIENCE GOES HERE] |
| Page impressions | [TOTAL POST COUNT GOES HERE] |
| New page likes/total page likes | [TOTAL AUDIENCE GOES HERE] |

Brand posts and engagement by [DAY/WEEK/MONTH]:

INSERT GRAPH HERE FROM FACEBOOK
SPECIFIC VIEW ENGAGEMENT TYPES OVER
TIME - FOUND ON "POST INSIGHTS SUBTAB"

Top posts by engagement

INSERT CAROUSEL OF TOP POSTS BY
ENGAGEMENT

Page impressions and reach

INSERT THE TOTAL PAGE IMPRESSIONS
OVER TIME GRAPH

Twitter

[DESCRIPTION OF TWITTER STRATEGY AND HIGH-LEVEL RESULTS]

Primary Twitter metrics

| Key performance indicator | Results |
|---------------------------|---------------------------------|
| Total engagements | [TOTAL ENGAGEMENT GOES HERE] |
| URL clicks | [TOTAL URL CLICKS GOES HERE] |
| Total impressions | [TOTAL IMPRESSIONS GOES HERE] |
| New followers | [TOTAL NEW FOLLOWERS GOES HERE] |

Engagements types over time by [DAY/WEEK/MONTH]:



Top posts by engagement

INSERT CAROUSEL OF TOP POSTS BY ENGAGEMENT

Twitter impressions

INSERT THE TOTAL IMPRESSIONS OVER TIME GRAPH

Optimization

INSERT THE TOP USED HASHTAGS/TOP USED HASHTAGS BY ENGAGEMENT

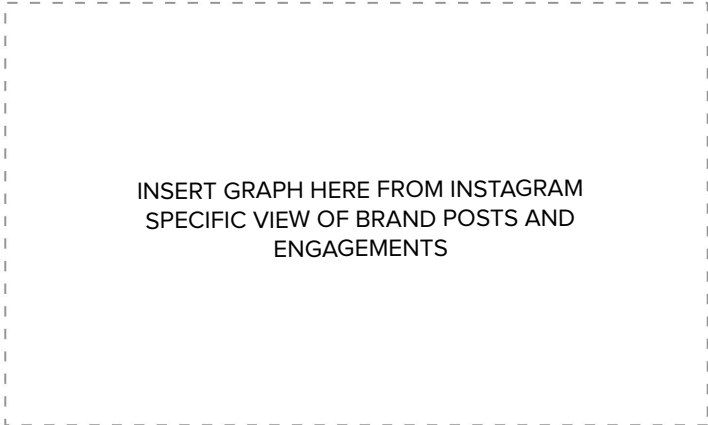
Instagram

[DESCRIPTION OF INSTAGRAM STRATEGY AND HIGH-LEVEL RESULTS]

Primary Instagram metrics

| Key performance indicator | Results |
|---------------------------|---|
| Total engagements | [TOTAL ENGAGEMENT GOES HERE] |
| Video views | [TOTAL URL CLICKS GOES HERE] |
| Total impressions | [TOTAL IMPRESSIONS GOES HERE] |
| New followers | [TOTAL NEW FOLLOWERS GOES HERE] |
| Brand stories | [TOTAL NUMBER OF BRAND STORIES GOES HERE] |
| Brand posts | [TOTAL NUMBER OF BRAND POSTS GO HERE] |

Engagement over time by [DAY/WEEK/MONTH]:



Top posts by engagement

INSERT CAROUSEL OF TOP
POSTS BY ENGAGEMENT

Story interactions over time

INSERT THE TOTAL STORY
INTERACTIONS OVER TIME GRAPH

Impressions over time

INSERT THE IMPRESSIONS
OVER TIME

Posts daily reach over time

INSERT THE POST DAILY
REACH OVER TIME

Video views by day

INSERT THE VIDEO VIEWS BY DAY

Optimization

INSERT THE TOP USED
HASHTAGS/TOP USED

Pinterest

[DESCRIPTION OF PINTEREST STRATEGY AND HIGH-LEVEL RESULTS]

Primary Pinterest metrics

| Key performance indicator | Results |
|---------------------------|-------------------------------|
| Total pins posted | [TOTAL PINS POSTED GOES HERE] |
| Total engagement | [TOTAL ENGAGEMENT GOES HERE] |
| Net new followers | [NEW NET FOLLOWERS GOES HERE] |
| Net repins | [NET REPINS GO HERE] |

Engagement over time by [DAY/WEEK/MONTH]:



Top posts by engagement

INSERT CAROUSEL VIEW

Total followers growth over time

INSERT THE TABLE FOLLOWER
GROWTH OVER TIME

Optimization

INSERT TOP USED HASHTAGS VS. TOP
HASHTAG BY ENGINEERING

YOUTUBE

[DESCRIPTION OF YOUTUBE STRATEGY AND HIGH-LEVEL RESULTS]

Primary YouTube Metrics

| Key Performance Indicator | Results |
|---------------------------|-----------------------------------|
| Minutes watched | [TOTAL MINUTES WATCHED GOES HERE] |
| Total engagement | [TOTAL ENGAGEMENT GOES HERE] |
| New followers | [NEW FOLLOWERS GOES HERE] |
| Video views | [TOTAL VIDEO VIEWS GO HERE] |
| Shares | [TOTAL VIDEO SHARES GO HERE] |

Video views over time by [DAY/WEEK/MONTH]:



Top posts by views

INSERT CAROUSEL VIEW

Video consumption: Minutes watched by

INSERT THE TABLE OF MIN WATCHED

Video engagement over time

INSERT TOP ENGAGEMENT OVER TIME BY
DAY/WEEK/MONTH

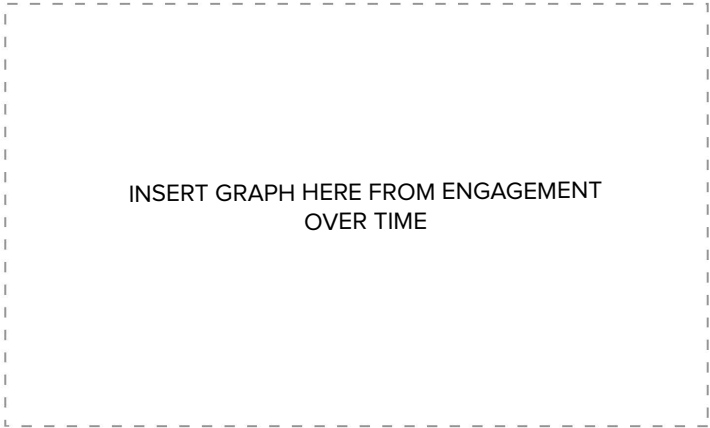
LinkedIn

[DESCRIPTION OF LINKEDIN STRATEGY AND HIGH-LEVEL RESULTS]

Primary LinkedIn Metrics

| Key performance indicator | Results |
|---------------------------|-------------------------------|
| Total impressions | [TOTAL IMPRESSIONS GOES HERE] |
| Total engagement | [TOTAL ENGAGEMENT GOES HERE] |
| New followers | [NEW FOLLOWERS GOES HERE] |
| URL clicks | [URL CLICKS GO HERE] |

Engagement over time by type and by [DAY/WEEK/MONTH]:



Top posts by engagement

INSERT CAROUSEL VIEW

Total URL clicks over time

INSERT THE TABLE FOLLOWER GROWTH
OVER TIME

Optimization

INSERT TOP USED HASHTAGS VS. TOP
HASHTAG BY ENGAGEMENT

Listening: What conversations are happening around our brand and key topics in our industry?

[DESCRIPTION OF TOPIC/TIME/CHANNELS CHOSEN, AND HOW THEY ARE RELEVANT TO YOUR OVERALL BRAND]

Primary listening takeaways

| Key performance indicator | Results |
|------------------------------|---------------------------------------|
| Total volume | [TOTAL VOLUME GOES HERE] |
| Potential impressions | [TOTAL POTENTIAL IMPRESSIONS GO HERE] |
| Repustate sentiment analysis | [SENTIMENT INFORMATION GOES HERE] |

Word cloud



Locations

INSERT LOCATION TAB (WHERE PEOPLE ARE
DISCUSSING THE TOPIC THE MOST)

People discussing the topic

INSERT THE TABLE OF PEOPLE TALKING
ABOUT THE TOPIC (FIND INFLUENCERS)

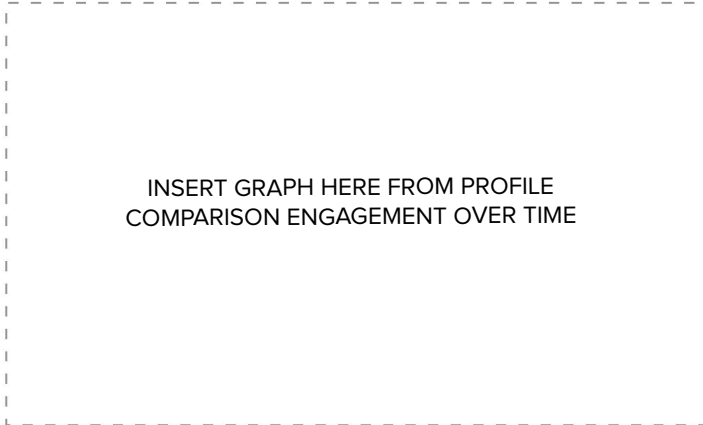
Conversation

INSERT TOP USED HASHTAGS/KEYWORDS

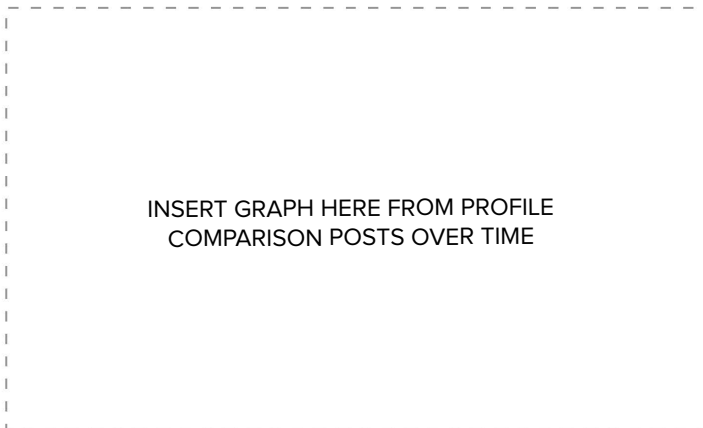
Profile comparison

[DESCRIPTION OF HOW YOUR SOCIAL CHANNELS COMPARE TO ONE ANOTHER]

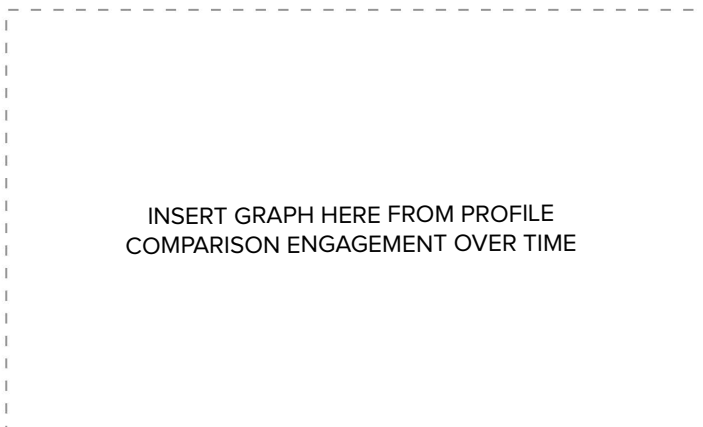
Total engagement over time by [DAY/MONTH]:



Total posts over time by [DAY/MONTH]:



Total engagement per post over time by [DAY/MONTH]:



Top post by engagement

INSERT THE CAROUSEL HERE

Net new audience

INSERT NET NEW AUDIENCE OVER TIME GRAPH

Profile stack up

INSERT GRAPH OF PROFILE STACK UP (IN
THE PROFILE SUBTAB)

Key learnings

Input your key learnings here: anything that stood out in the report, good or bad, and what it means for your brand. Include how your channels stack up against one another. Look back through the report and make connections.

- Example A: High engagement and follows after posting a picture of a puppy. Should you post more content with animals? Build a new campaign around this? Plan an offline event based on this knowledge?
- Example B: Information about a competitor's social strategy and how it compares to your own brand's social strategy.
- Example C: Insights into Instagram Stories data and why certain days will perform better or worse than others.
- Example D: Emerging topics and influencers you uncovered by using your listening solution.

Social media's relationship with other digital channels

Here you can discuss how and why your brand's other channels impact or are impacted by social performance.

- Web performance in relationship to Social
- Paid performance in relations to Social
- Digital Channel in relation to Social

Looking forward

Here you can discuss the social strategy moving forward into the next year/quarter/month. Explain why this would be the next step due to the key findings (above).

- Step one
- Step two
- Step three
- Step four