

### Lamphill Impressions vs Reach Template:

Social Media Platform	Impressions (Total)	Reach (Total)	Impressions (Avg. per Post)	Reach (Avg. per Post)	Engagement Rate
Instagram					
Facebook					
TikTok					
YouTube					
LinkedIn					
Twitter					

### Checklist:

1. **Set Objectives:** Define clear objectives for each social media platform to determine what you want to achieve with your content.
2. **Identify Metrics:** Determine which metrics are most important for each platform (impressions, reach, engagement rate, etc.).
3. **Choose Tools:** Select appropriate tools or platforms to track and analyze your social media metrics efficiently.
4. **Consistent Tracking:** Regularly track impressions and reach for each platform to identify trends and patterns.
5. **Comparison:** Compare impressions vs reach across different platforms to understand which channels are most effective for your content.

6. **Adjust Strategy:** Based on your analysis, adjust your content strategy to optimize performance on each platform.
7. **Experiment:** Continuously experiment with different types of content, posting schedules, and engagement tactics to improve your metrics.
8. **Monitor Trends:** Stay updated on changes in algorithms and trends on each platform to adapt your strategy accordingly.