[Your company name]
Social media report

[Date]

[Your name]

[Your title], [Your team]

[email address]

Instructions for using this template

Once you've followed the advice in our [guide to creating a social media report](#), you're ready to start filling out this template.

To make edits, you'll need to make your own copy. To do that, click the File tab in the upper left hand corner of your browser. Then select Make a copy… Once you've done that, you'll have your own version of the template to fill out.

Note: Slides with a light green background, like this one, are instructions to help you customize the template. Before you share your strategy with stakeholders, remember to ***remove them from the presentation.***

Introduction

Introduction

- Intended goals:

- Overall strategy:

- Summary of tactics:

- Success metrics:

Writing an effective introduction

An introduction should provide context so your readers understand what to expect in the rest of the report. It should not exceed one page.

The introduction to your social media report should summarize your:

- Intended goals
- Strategy
- Tactics
- Success metrics

Success snapshot
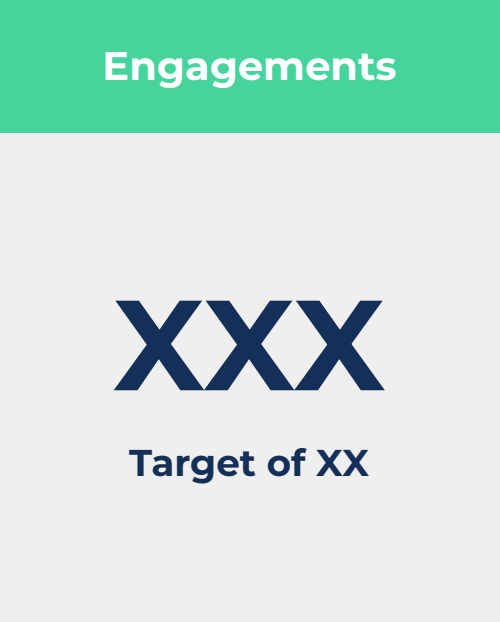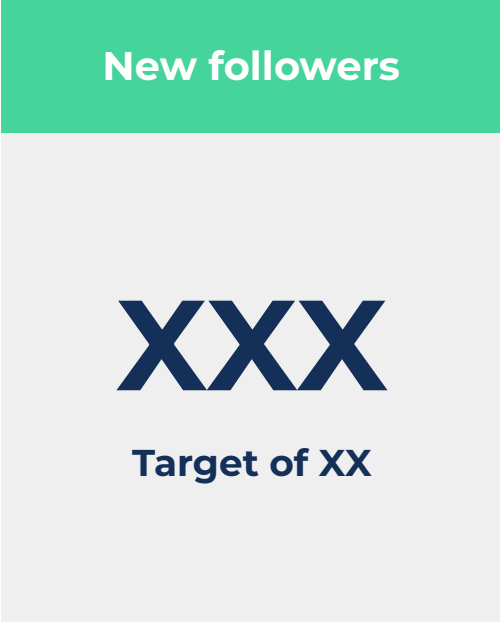
What is a success snapshot?

Provide a quick summary of a campaign's performance (or of your monthly or weekly performance, if it's a regular report). This is just a quick overview of the most important results. If your viewers only see one slide in your report, it should be this slide.

For example, you might want to list high-level data like total new followers, total engagements, or total website traffic. You'll get into the details in the next section.

Use green for targets that you reached or exceeded, and orange for targets you missed.

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Success Snapshot

Between [date] and [date], we achieved the following:

New followers	Website visits	Engagements
XXX	**XXX**	**XXX**
Target of XX	**Target of XX**	**Target of XX**

Data tracking

Data tracking

For context, it's a good idea to provide some previous results as well. If you're reporting on a campaign, look for a similar past campaign so you can compare what you achieved. If you're creating a regular weekly or monthly report, track your results compared to the previous several weeks or months so you can start to see any ongoing trends.

The specific data you'll want to include in your social media marketing report will depend on the goals and related metrics that you're tracking. For a full breakdown of all the numbers you might want to include in your social media report, check out our post on social media metrics that really matter.

- Number of posts
- Net followers gain or loss
- Number of likes
- Post reach

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Instagram performance

[Date range]
[Comparison date range]

# of posts	Net Followers Gain/Loss	Total Likes	Bio Link Clicks	Story Views

Top performing post

[insert image and link here]

Facebook performance

[Date range]
[Comparison date range]

# of posts	Net Followers Gain/Loss	Total Likes	Page Views	Video Views

Top performing post

[insert image and link here]

X (f.k.a. Twitter) performance

[Date range]
[Comparison date range]

# of posts	Net Followers Gain/Loss	Total Likes	Total Retweets	Engagement Rate

Top performing post

[insert image and link here]

YouTube performance

[Date range]
[Comparison date range]

# of posts	Net Followers Gain/Loss	Total Likes	Comments	Views

Top performing post

[insert image and link here]

LinkedIn performance

[Date range]
[Comparison date range]

# of posts	Net Followers Gain/Loss	Total Likes	Total Shares	Page Views

Top performing post

[insert image and link here]

TikTok performance

[Date range]
[Comparison date range]

# of TikToks	Net Followers Gain/Loss	Total Likes	Total Shares	Total Views	Total Comments

Top performing TikTok

[insert screenshot and URL here]

Other standout results

Standout results

Sometimes the numbers don't fully capture the results of a campaign. Maybe you made contact with a key influencer for the first time. Or maybe a particularly compelling testimonial came in through social that you'll be able to use in future marketing campaigns.

Use this space to report on forms of success that are relevant to your goals, but not easily captured in a chart.

Other standout results

- *[insert result]*
- *[insert result]*
- *[insert result]*

Analysis

Auditing your social media presence

Use this space to go beyond simple reporting and analyze what the data actually means.

For example, rather than reporting the number of clicks you drove to your website, you might want to analyze how much of total website traffic is coming from social campaigns. Or discuss how the results compare to previous campaigns, and hypothesize why.

Let people know why you got the results you did, and what they mean. Choose a few high level results to focus on.

Analysis

Takeaway 1

- What happened?
- Why did it happen?
- How do we know why it happened?
- What did we learn from it?

Takeaway 2

- What happened?
- Why did it happen?
- How do we know why it happened?
- What did we learn from it?

Conclusion

Concluding your report

Summarize your overall learnings and how the results of this campaign will affect strategy for future campaigns.

Overall learnings

Overall learning 1

-

Overall learning 2

-

Overall learning 3

-

Future strategies

What worked?

-

What didn't work?

-

How will we adjust our strategy in the future?

-

Action items

- ["We will track Story replies in addition to views"]

- ["We will shut down X account"]

- ["We will focus on Y and Z platforms to drive brand awareness"]

- [etc.]

Do more with social media in less time

Use Hootsuite to manage your entire social media strategy from one easy-to-use dashboard.

Here are just a few of the things you can do with the tool:

- **Create, curate, and publish** awesome content to all your social profiles from one place
- Schedule posts in advance, then **visualize and organize posts** for all social networks in an interactive calendar
- Find and filter social conversations by keyword, hashtag, and location to **see what people are saying** about your brand, competitors, and industry
- Quickly and effectively **respond to all messages and comments** from a single inbox
- Get easy-to-understand performance reports to **see what's working and where you can improve**
- and much more!

Your Action: **Try Hootsuite for free** or **watch a demo** to see what the Enterprise product can do.