

Social Media Dashboard Templates

Here are six types of social media dashboard templates crafted to simplify complex reporting and enhance your data-driven strategy.

#1. Social Media Engagement Dashboard

Social media engagement is a key indicator of how your audience interacts with your content. A dashboard that provides a comprehensive view of engagement metrics over time is crucial for identifying performance trends in your content strategy. With these insights, you can replicate successful content and refine areas that are underperforming.

- **Goal:** Assess whether your content resonates with your audience
- **Metrics:** Impressions, engagements, link clicks, ad spend, and conversions
- **Audience:** Social media team and key stakeholders who influence content strategy
- **Channels:** Cross-channel or channel-specific
- **Cadence:** Weekly, monthly, quarterly, and yearly

Dashboards for social media engagement offer tools to help you proactively grow your audience and continuously refine your content strategy:

- The **Profile Performance Report** aggregates analytics across your social profiles, offering insights into performance across various platforms.
- The **Post Performance Report** allows for in-depth analysis of individual posts, providing a unified view of content performance across multiple platforms.
- The **Cross-Network Paid Performance Report** consolidates campaign-level data, summarizing key metrics such as impressions, engagements, and conversions.

#2. Brand Awareness Dashboard

Building and maintaining brand awareness requires ongoing effort and regular evaluation. By leveraging data insights, you can gauge your reach, earned media value, and share of voice.

- **Goal:** Measure target audience recognition and awareness
- **Metrics:** Impressions, reach, engagements, mentions, earned media value, and sentiment
- **Audience:** Marketing teams, including social media
- **Channels:** Cross-channel
- **Cadence:** Weekly, monthly, quarterly, and yearly

Listening tools enable you to monitor global social conversations, extracting actionable insights to enhance brand health and drive awareness. Listening dashboards allow you to track brand-related conversations, gain visibility into customer experiences and sentiment, conduct competitive analysis, and stay updated on industry trends.

Employee advocacy can be a powerful tool to boost organic reach and brand awareness. Reports focused on advocacy provide detailed insights into sharing activities, including potential reach, earned media value, and content performance.

#3. Social Competitive Analysis Dashboard

Monitoring your competitors on social media is essential for strategic decision-making. A social competitive analysis dashboard offers insights into market share, competitor activity, and audience engagement, helping you stay ahead in the market.

- **Goal:** Evaluate your competitive position and strategy effectiveness

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- **Metrics:** Market share, competitor post frequency, engagement rates, and sentiment analysis
- **Audience:** Strategic planners and marketing executives
- **Channels:** Multiple platforms for comparative analysis
- **Cadence:** Monthly and quarterly updates

Competitive analysis tools allow you to assess your competitors' performance on social media, comparing post frequency, audience engagement, and follower growth.

#4. Social Customer Care Dashboard

Customer care is a vital component of social media management. A social customer care dashboard measures and analyzes your team's performance, highlighting opportunities for improvement in customer support. This is particularly crucial for large enterprises managing high volumes of incoming requests.

- **Goal:** Provide visibility into customer care team performance
- **Metrics:** Response rate, action rate, average time to action, and total actioned messages
- **Audience:** Customer care/support teams, sales, marketing, and product development
- **Channels:** Cross-channel inboxes
- **Cadence:** Monthly, quarterly, and yearly

A customer care dashboard will help you track key metrics like message volume, response rate, and average response time.

#5. Business Intelligence Dashboard

A Business Intelligence Dashboard enhances your social media strategy by providing a comprehensive view of consumer interactions across multiple

channels. This dashboard integrates various data sources, offering detailed analytics to help you understand campaign performance in relation to broader business goals and KPIs.

- **Goal:** Track the customer journey across digital touchpoints, including social media
- **Metrics:** Customized to meet your goals, e.g., engagements per network, ad impressions, and email CTR
- **Audience:** Executives and stakeholders
- **Channels:** Cross-channel
- **Cadence:** Quarterly and yearly

A business intelligence dashboard combines social data with other business channels, offering a 360-degree view of your customers and demonstrating the value of social media in achieving business objectives.

#6. Executive Dashboard

Executives may not engage with social media daily, making it important to present metrics that resonate at the leadership level. Customized reports that translate raw data into compelling narratives can help secure buy-in for your social initiatives.

- **Goal:** Demonstrate the impact of the social media team
- **Metrics:** Customized to each executive, e.g., share of voice, potential reach, earned media value, customer care productivity, and competitor analysis
- **Audience:** Leadership and marketing teams, including social media
- **Channels:** Cross-channel
- **Cadence:** Weekly, monthly, quarterly, and yearly

Custom reporting features allow you to create tailored reports, selecting the most relevant metrics to evaluate performance based on your specific business goals.

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