

KPIs		[TIMEFRAME]	[TIMEFRAME]
PRIMARY			
[Overall social media metric]		[actual]	[actual]
<i>[Metric] Targets</i>		<i>[target]</i>	<i>[target]</i>
[Overall social media metric]			
<i>[Metric] Targets</i>			
SECONDARY			
[Overall social media metric]		[actual]	[actual]
<i>[Metric] Targets</i>		<i>[target]</i>	<i>[target]</i>
IG FEED/TV			
[Metric]			
<i>[Metric] Targets</i>			
[Metric]			
<i>[Metric] Targets</i>			
IG STORIES			
[Metric]			
<i>[Metric] Targets</i>			
[Metric]			
<i>[Metric] Targets</i>			
FACEBOOK			
[Metric]			
<i>[Metric] Targets</i>			
[Metric]			
<i>[Metric] Targets</i>			
TWITTER			
[Metric]			
<i>[Metric] Targets</i>			
[Metric]			
<i>[Metric] Targets</i>			
LINKEDIN			
[Metric]			
<i>[Metric] Targets</i>			
[Metric]			
<i>[Metric] Targets</i>			
PINTEREST			
[Metric]			
<i>[Metric] Targets</i>			
[Metric]			
<i>[Metric] Targets</i>			
TIKTOK			
[Metric]			
<i>[Metric] Targets</i>			
[Metric]			
<i>[Metric] Targets</i>			

YOUTUBE

[Metric]

[Metric] Targets

[Metric]

[Metric] Targets

SNAPCHAT

[Metric]

[Metric] Targets

[Metric]

[Metric] Targets

[TIMEFRAME] REPORTING | Social Media M

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Marketing

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[This template was found at the following url: https://blog.hootsuite.com/social-media-templates](https://blog.hootsuite.com/social-media-templates)

[:/#6 Social media report template](#)

KPIs	Q1			
	JAN	FEB	MAR	APR
PRIMARY				
Engagement Rate				
<i>Engagement Rate Target</i>				
SECONDARY				
Conversion Rate	64%	78%	62%	
<i>Conversion Rate Target</i>	55%	55%	55%	55%
IG FEED/TV				
Engagement (likes, comments, sends, saves)				
<i>Engagement Targets</i>				
Interactions				
# of new followers				
Traffic				
Reach				
IG STORIES				
Reach				
<i>Reach Targets</i>				
Interactions				
# of Swipe Ups / Link clicks				
FACEBOOK				
Spend				
Engagements				
CPE				
<i>CPE Target</i>				
Link clicks				
CPL				
ThruPlays *video only*				

CPTThruPlay *video only*

TWITTER

Spend

Link clicks

CPC

CPC Target

Engagements

CPE

Average Engagement per Tweet

LINKEDIN

Spend

Leads

Leads Target

Link clicks

Engagements

YOUTUBE

[METRIC]

[Metric] Targets

[METRIC]

[METRIC]

2020 MONTHLY REPORTING | Social Marketing

Q2		Q3			Q4		
MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC



TOTAL

INSTAGRAM

Date Range	Number of Posts	Net Followers Gain/Loss	Likes
Jan 2 - 8	7	83	2,154

Comments	Bio Link Clicks	Story Views	Video Views
5,628	639	1,013	852

INSTAGRAM STORIES

Date	Description	Views	Link Opens
Jan 2	Top blog content	6,158	78



Completion Rate

73.33%

FACEBOOK

Date Range

Number of Posts

Net Followers Gain/Loss

Likes

Comments	Page Views	Video Views

LINKEDIN

Date Range

Number of Posts

Net Followers Gain/Loss

Page Views

Comments	Likes	Shares	Website Visits

TWITTER

Date Range

Number of Tweets

Net Followers Gain/Loss

Likes

Retweets

Comments

Click-throughs

Video Views

YOUTUBE

Date Range

Subscriber Gained/Loss

Watch Time

Video Views

Average View Duration	Likes	Dislikes	Comments	Shares
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TIKTOK

Date Range

Number of TikToks

Net Followers Gain/Loss

Unique Views

Screenshots		
Screenshots	Completion Rate	Fall-off Rate