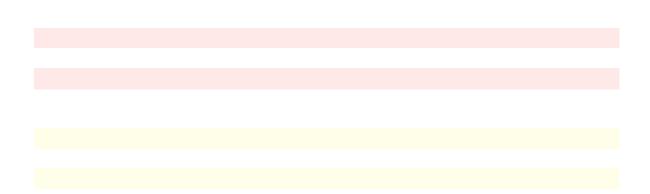
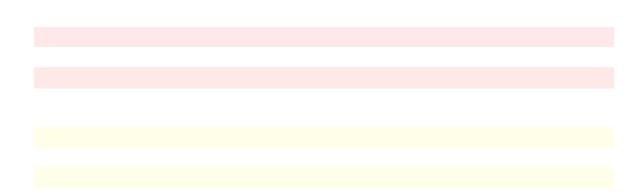
	KPIs	[TIMEFRAME]	[TIMEFRAME]
PRIMARY			
	[Overall social media metric]	[actual]	[actual]
	[Metric] Targets	[target]	[target]
	[Overall social media metric]		
	[Metric] Targets		
SECONDARY			
	[Overall social media metric]	[actual]	[actual]
	[Metric] Targets	[target]	[target]
IG FEED/TV			
	[Metric]		
	[Metric] Targets		
	[Metric]		
	[Metric] Targets		
IG STORIES	[Macharica]		
	[Metric]		
	[Metric] Targets		
	[Metric]		
	[Metric] Targets		
FACEBOOK	[Notric]		
	[Metric]		
	[Metric] Targets [Metric]		
	[Metric] Targets		
TWITTER			
	[Metric]		
	[Metric] Targets		
	[Metric]		
	[Metric] Targets		
LINKEDIN			
	[Metric]	-	
	[Metric] Targets		
	[Metric]		
	[Metric] Targets		
PINTEREST			
	[Metric]		
	[Metric] Targets		
	[Metric]		
	[Metric] Targets		
ΤΙΚΤΟΚ			
	[Metric]		
	[Metric] Targets		
	[Metric]		
	[Metric] Targets		

		[TIMEF	RAME] REPORTING	Social Media Ma
[TIMEFRAME]	[TIMEFRAME]	[TIMEFRAME]	[TIMEFRAME]	[TIMEFRAME]
[actual]	[actual]			
[target]	[target]			
[actual]	[actual]			
[target]	[target]			



arketing [TIMEFRAME]	[TIMEFRAME]	[TIMEFRAME]	[TIMEFRAME]	[TIMEFRAME]



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

/#6 Social media report template

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

	CPThruPlay *video only*
TWITTER	
	Spend
	Link clicks
	СРС
	CPC Target
	Engagements
	CPE
	Average Engagement per Tweet
LINKEDIN	
	Spend
	Leads
	Leads Target
	Link clicks
	Engagements
YOUTUBE	
	[METRIC]
	[Metric] Targets
	[METRIC]
	[METRIC]

20	2020 MONTHLY REPORTING   Social Marketing						
Q2		Q3				Q4	
MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC











































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

Comments	<b>Bio Link Clicks</b>	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	<b>Website Visits</b>

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

<b>Average View Duration</b>	Likes	Dislikes	Comments	Shares

ΤΙΚΤΟΚ			
Date Range	Number of TikToks	Net Followers Gain/Loss	Unique Views

<b>Completion Rate</b>	Fall-off Rate
	<b>Completion Rate</b>