**Social Media Engagement Report**

Record each month your progress on social media using this template

**Twitter:**

Followers:

|  |  |  |  |
| --- | --- | --- | --- |
| Account | Month |  |  |
|  | How many followers did you have |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Stats Twitter account

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Tweets sent** | **New Followers** | **Mentions** | **Profile Visits** | **Overall impressions on Twitter** |
| **Month** | All these figures are in twitter analytics |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

|  |  |
| --- | --- |
| Top Tweets in Month: | |
|  |  |
| Put some details and a screen grab here of the tweet that got the best engagement |  |
| Top Tweet in Nov: | |
|  |  |
|  |  |
| Top Tweet in Dec: | |
|  |  |
|  |  |

|  |  |
| --- | --- |
| Top Mention over the period | |
|  |  |
|  |  |

Top 5 tweets over the 3 months:

Top followers:

**Facebook:**

Basic Figures:

|  |  |
| --- | --- |
|  | **Current likes** |
| **May** |  |
| **June** |  |

Highest engagement

Top posts in this period

|  |  |
| --- | --- |
|  | xxx people reached  xx reactions  xxx link clicks |
|  | xxx people reached  xx reactions  xxx link clicks |
|  | xxx people reached  xx reactions  xxx link clicks |
|  | xxx people reached  xx reactions  xxx link clicks |
|  | xxx people reached  xx reactions  xxx link clicks |

Google Analytics Report:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Referrals from social media | Total | Facebook | | Twitter | |
|  |  |  | |  | |
| Where are they mainly clicking? |  |  |  |  |  |