Social Media Report

Brand _____ **Reporting period** _____

Prepared by _____ **Date** _____

Summary

[Two or three sentences: overall performance, the biggest win and the main focus for next month.]

Results by platform

Platform	Followers	Last month	Growth	Reach	Engagements	Engagement rate	Link clicks	Posts
Instagram								
Facebook								
LinkedIn								
TikTok								
YouTube								
Pinterest								
Total								

Top 3 posts

Post	Platform	Reach	Engagements	Why it worked

WHAT WORKED

WHAT DIDN'T

NEXT MONTH'S ACTIONS