

SOCIAL MEDIA GROWTH LOG

MONTH/YEAR: _____

PLATFORM

PRIMARY GOAL

TARGET METRIC

WEEK	CONTENT TOPIC / CAMPAIGN	POSTS	ENGAGEMENT	NEW FOLLOWERS	GOAL PROGRESS
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					

WINS & SUCCESSFUL TACTICS

IMPROVEMENTS FOR NEXT MONTH

Social Media Goal Tracking Template – Internal Use Only