

BRAND ENGAGEMENT CHART

Monthly Social Media Performance Tracking

Period: _____
Brand: _____

PLATFORM	FOLLOWER GROWTH	ENGAGEMENT RATE	TOP CONTENT TYPE	GOAL STATUS
Instagram	+/-	%		â-j
LinkedIn	+/-	%		â-j
X / Twitter	+/-	%		â-j
TikTok	+/-	%		â-j
Facebook	+/-	%		â-j

Key Wins & Insights

Opportunities for Improvement

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