

ENGAGEMENT ANALYTICS

Monthly Performance Tracking

Period: _____

Platform: _____

TOTAL REACH
AVG. ENGAGEMENT RATE
NET FOLLOWER GROWTH

DATE	CONTENT DESCRIPTION / TYPE	LIKES	COMMENTS	SHARES	SAVES
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DATE	CONTENT DESCRIPTION / TYPE	LIKES	COMMENTS	SHARES	SAVES
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KEY INSIGHTS & STRATEGY ADJUSTMENTS

Social Media Analytics Template – Internal Use Only