**Social Media Report – [Department Name]  
[Month/Year]** Prepared by [Your Name]

**Page Growth:**

*\* Last month, total growth was [Enter Last Month’s Growth %].*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Page Growth** | | | | | |
| **Channel** | **Name** | **Fans – [Last mo.]** | **Fans – [This mo.]** | **New Fans** | **Growth** |
| Twitter | [@kcnews](https://twitter.com/kcnews) | 28,307 | 28,745 | 438 | 2% |
| Facebook | [Embed the link] |  |  |  |  |
| **Totals** | |  |  |  | **[Total]\*** |

**Page Summary:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Page Summary** | | | | | | |
| **Channel** | **Name** | **Posts** | **Interactions\*** | **Clicks** | **Total Engaged** | **Engagement  Per Post** |
| Twitter | [@kcnews](https://twitter.com/kcnews) | 122 | 1,832 | 629 | 2,461 | 20.1 |
| Facebook | King County, WA | 22 | 660 | 220 | 880 | 40.0 |
| **Totals** | | **142** | **2,492** | **849** | **3,341** | **23.5** |

*\* Interactions include retweets, replies, likes, comments, and shares.*

**Key Findings:**

* Include 2-3 notes about the items that stood out in this report.
* Keep in mind some people will look at the tables and not the bullet points, whereas others will only look at the bullet points. So this section matters.
* Be detailed but keep it simple.

**Insights & Recommendations:**

* Include 2-3 actionable insights.
* This section highlights trends we’re seeing in the numbers (pictures of people get more clicks). It’s more about what we can learn as a result of those findings (share 2-3 pictures of people each week to drive more engagement) and less about the numbers themselves.
* Make recommendations for how we can improve and get the most out of the time we’re spending on these social media channels. What can we do differently next month? What should we keep an eye on? Are there any long-term ideas this report brings to light?

**Twitter Top Posts:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Post Performance – Twitter** | | | | | |
| **Date** | **Post Type** | **Post** | **Interactions\*** | **Clicks** | **Total Engaged** |
| 8/21 | Metro | Check out the current issue of @SeattleMet w/ a wonderful profile of Metro driver Theresa Tobin: <http://t.co/S7erDB9lGS> | 159 | 29 | 188 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

*\* Interactions include retweets and replies on Twitter.*

**Facebook Top Posts:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Post Performance – Facebook** | | | | | |
| **Date** | **Post Type** | **Post** | **Interactions\*** | **Clicks** | **Total Engaged** |
| 8/5 | Elections | Election night results have been posted: <http://1.usa.gov/1v96kam> | 26 | 158 | 184 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

*\* Interactions include likes, comments, and shares on Facebook.*