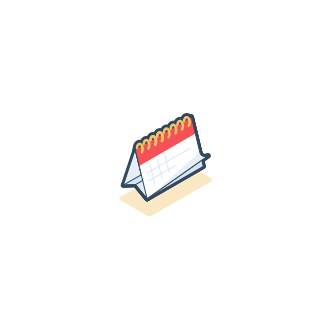
[Month] [Year] Social Media Report 



# [Month] Snapshot

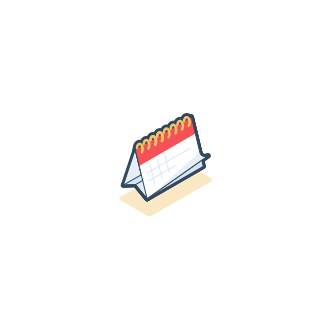


Owned Channels

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Channel | Audience | MoM | Brand Posts | MoM | Total Engagement | MoM | Engagement as % of Total Audience | MoM |
| Facebook |  | % |  | % |  | % |  | % |
| Instagram |  | % |  | % |  | % |  | % |
| LinkedIn |  | % |  | % |  | % |  | % |
| Medium |  | % |  | % |  | % |  | % |
| Twitter |  | % |  | % |  | % |  | % |
| YouTube |  | % |  | % |  | % |  | % |
| TOTAL |  |  |  |  |  |  |  |  |

Strategy:

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[Month] Snapshot



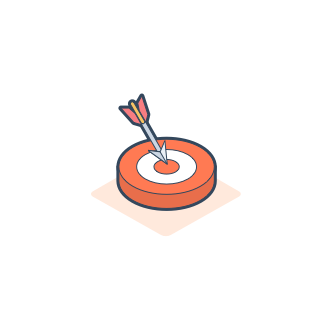
Earned Media

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Channel | # of Mentions | MoM | Potential Reach | MoM | Potential Impressions | MoM |
| Facebook |  | % |  | % |  | % |
| Instagram |  | % |  | % |  | % |
| LinkedIn |  | % |  | % |  | % |
| Medium |  | % |  | % |  | % |
| Twitter |  | % |  | % |  | % |
| YouTube |  | % |  | % |  | % |
| TOTAL |  |  |  |  |  |  |

Strategy:

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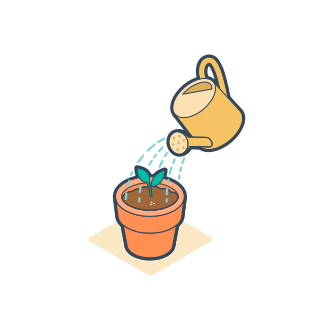
Facebook



Facebook [Month] Current Goals



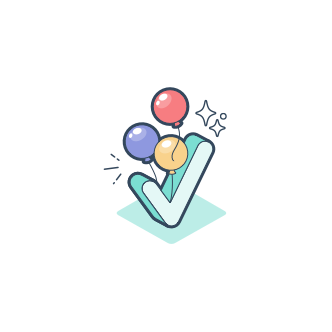
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Facebook [Month] Key Initiatives

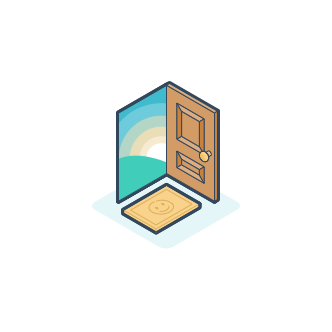


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| --- | --- | --- | --- | --- |
|  |  | Key Initiatives |  | Key Initiatives |
| Strategy  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. |  |  |  |  |
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Facebook [Month]

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| [add screenshot inside frame] |  | [add screenshot inside frame] |
| Most Liked Post |  | Most Commented Post |

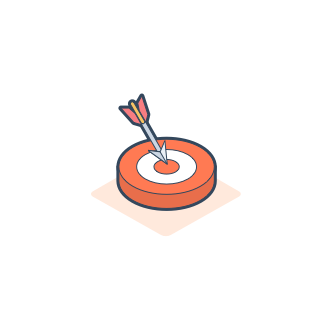


Facebook [Month] Opportunities



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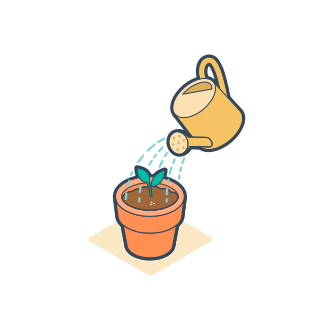
Instagram



Instagram [Month] Current Goals



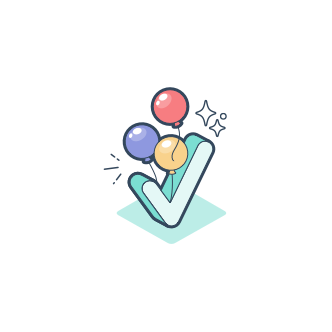
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Instagram [Month] Key Initiatives

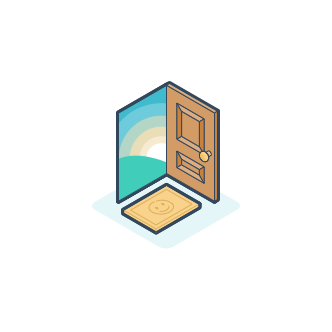


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|  |  | Key Initiatives |  | Key Initiatives |
| Strategy  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. |  |  |  |  |
| [add screenshot inside frame] |  | [add screenshot inside frame] |



Instagram [Month]

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| [add screenshot inside frame] |  | [add screenshot inside frame] |
| Most Liked Post |  | Most Commented Post |

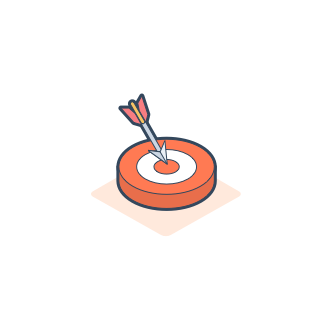


Instagram [Month] Opportunities



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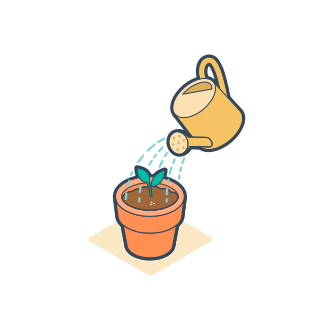
Twitter



Twitter [Month] Current Goals



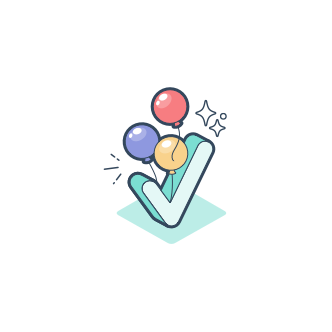
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Twitter [Month] Key Initiatives

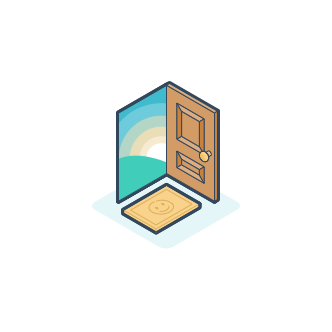


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|  |  | Key Initiatives |  | Key Initiatives |
| Strategy  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. |  |  |  |  |
| [add screenshot inside frame] |  | [add screenshot inside frame] |



Twitter [Month]

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| [add screenshot inside frame] |  | [add screenshot inside frame] |
| Most Liked Post |  | Most Commented Post |

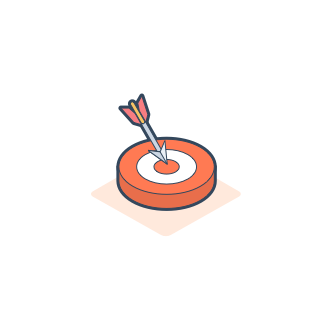


Twitter [Month] Opportunities



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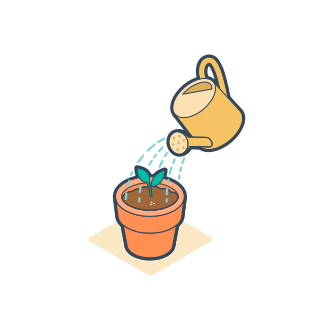
Pinterest



Pinterest [Month] Current Goals



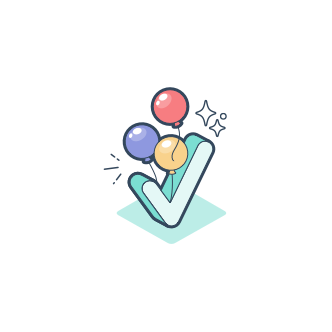
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Pinterest [Month] Key Initiatives

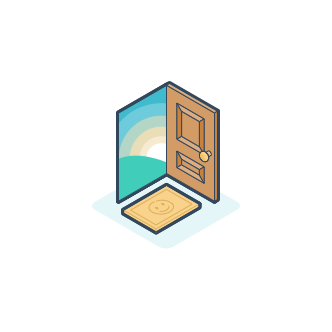


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| Strategy  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. |  |  |  |  |
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Pinterest [Month]

|  |  |  |
| --- | --- | --- |
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| [add screenshot inside frame] |  | [add screenshot inside frame] |
| Most Liked Post |  | Most Commented Post |

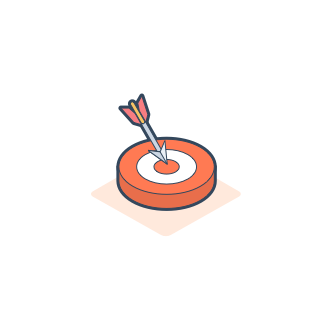


Pinterest [Month] Opportunities



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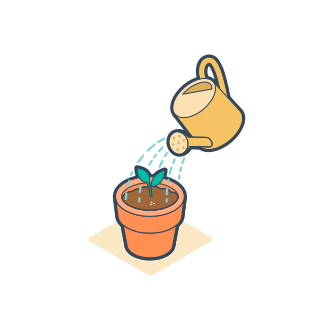
[Social Media Tool]



Social Media [Month] Current Goals



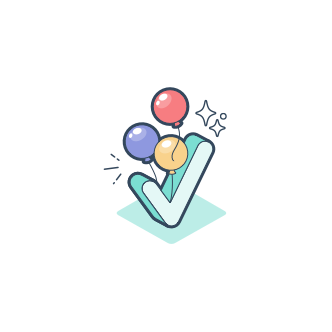
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Social Media [Month] Key Initiatives

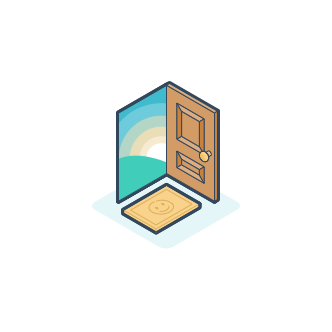


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|  |  | Key Initiatives |  | Key Initiatives |
| Strategy  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. |  |  |  |  |
|  |  |  |



Social Media [Month]

|  |  |  |
| --- | --- | --- |
|  |  |  |
| [add screenshot inside frame] |  | [add screenshot inside frame] |
| Most Liked Post |  | Most Commented Post |



Social Media [Month]



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Thank You  
**Social Media Report [Month] [Year]**