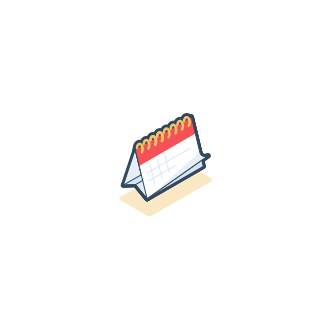
[Month] [Year] Social Media Report 



# [Month] Snapshot

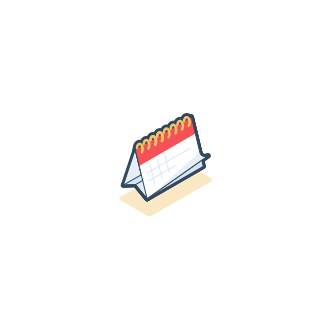


Owned Channels

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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



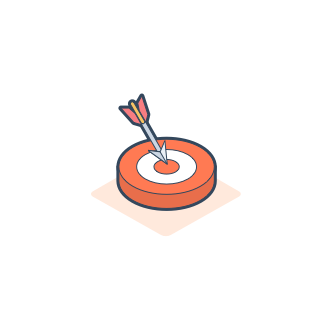
Earned Media

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

Strategy:

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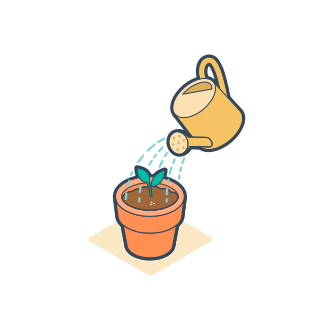
Facebook



Facebook [Month] Current Goals



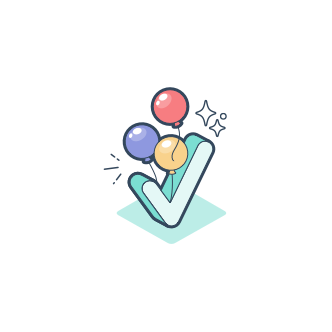
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| |  | | --- | |  | | [add screenshot of analytics inside frame] | |  | **I. Goal**  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna liqua. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc.  **II. Goal**  Consequat. Velit aliquet sagittis id consectetur purus ut. At augue eget arcu dictum varius duis. Aenean vel elit scelerisque mauris pellentesque pulvinar pellentesque.   **III. Goal**  Commodo nulla facilisi nullam vehicula. Et egestas quis ipsum suspendisse. Bibendum neque egestas congue quisque egestas diam in arcu. Consequat. Velit aliquet sagittis id consectetur purus ut. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc. |
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Facebook [Month] Key Initiatives



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | 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] |



Facebook [Month]

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

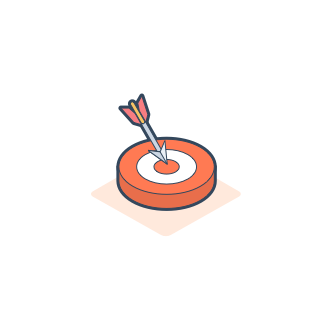


Facebook [Month] Opportunities



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | |  | | [add screenshot of analytics inside frame] | |  | **I. Opportunity**  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna liqua. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc.  **II. Opportunity**  Consequat. Velit aliquet sagittis id consectetur purus ut. At augue eget arcu dictum varius duis. Aenean vel elit scelerisque mauris pellentesque pulvinar pellentesque.   **III. Opportunity**  Commodo nulla facilisi nullam vehicula. Et egestas quis ipsum suspendisse. Bibendum neque egestas congue quisque egestas diam in arcu. Consequat. Velit aliquet sagittis id consectetur purus ut. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc. |
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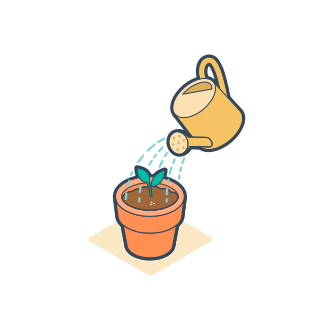
Instagram



Instagram [Month] Current Goals



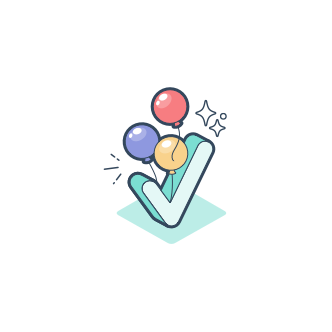
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| --- | --- | --- | --- | --- |
| |  | | --- | |  | | [add screenshot of analytics inside frame] | |  | **I. Goal**  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna liqua. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc.  **II. Goal**  Consequat. Velit aliquet sagittis id consectetur purus ut. At augue eget arcu dictum varius duis. Aenean vel elit scelerisque mauris pellentesque pulvinar pellentesque.   **III. Goal**  Commodo nulla facilisi nullam vehicula. Et egestas quis ipsum suspendisse. Bibendum neque egestas congue quisque egestas diam in arcu. Consequat. Velit aliquet sagittis id consectetur purus ut. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc. |
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Instagram [Month] Key Initiatives



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | 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]

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

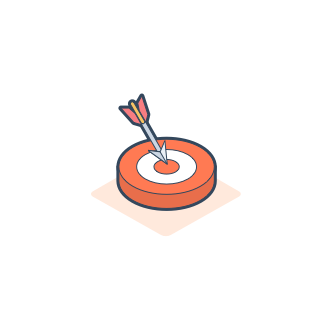


Instagram [Month] Opportunities



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | |  | | [add screenshot of analytics inside frame] | |  | **I. Opportunity**  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna liqua. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc.  **II. Opportunity**  Consequat. Velit aliquet sagittis id consectetur purus ut. At augue eget arcu dictum varius duis. Aenean vel elit scelerisque mauris pellentesque pulvinar pellentesque.   **III. Opportunity**  Commodo nulla facilisi nullam vehicula. Et egestas quis ipsum suspendisse. Bibendum neque egestas congue quisque egestas diam in arcu. Consequat. Velit aliquet sagittis id consectetur purus ut. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc. |
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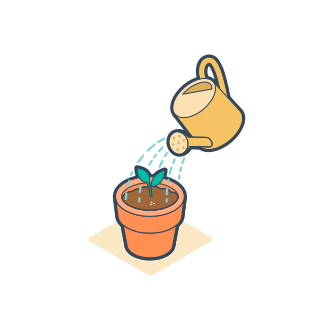
Twitter



Twitter [Month] Current Goals



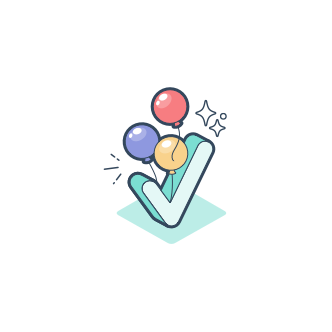
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Twitter [Month] Key Initiatives



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | 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]

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

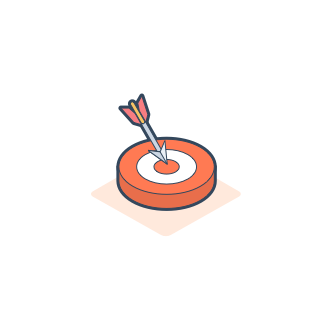


Twitter [Month] Opportunities



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | |  | | [add screenshot of analytics inside frame] | |  | **I. Opportunity**  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna liqua. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc.  **II. Opportunity**  Consequat. Velit aliquet sagittis id consectetur purus ut. At augue eget arcu dictum varius duis. Aenean vel elit scelerisque mauris pellentesque pulvinar pellentesque.   **III. Opportunity**  Commodo nulla facilisi nullam vehicula. Et egestas quis ipsum suspendisse. Bibendum neque egestas congue quisque egestas diam in arcu. Consequat. Velit aliquet sagittis id consectetur purus ut. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc. |
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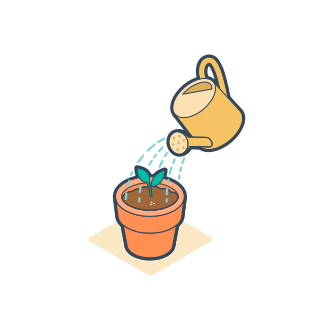
Pinterest



Pinterest [Month] Current Goals



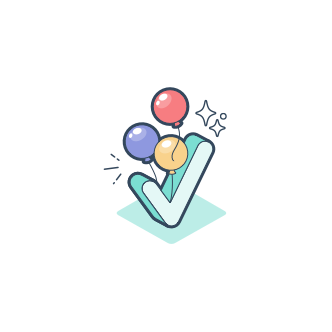
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Pinterest [Month] Key Initiatives



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | 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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Pinterest [Month]

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

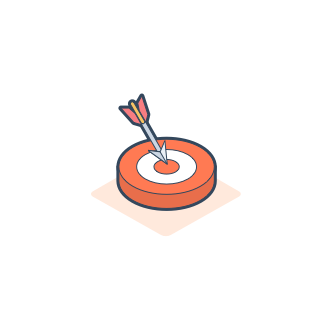


Pinterest [Month] Opportunities



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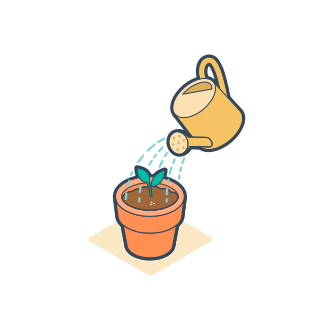
[Social Media Tool]



Social Media [Month] Current Goals



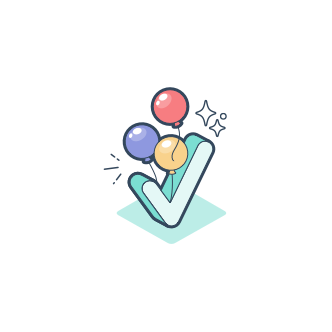
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Social Media [Month] Key Initiatives



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | 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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Social Media [Month]

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



Social Media [Month]



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| --- | --- | --- | --- | --- |
| |  | | --- | |  | | [add screenshot of analytics inside frame] | |  | **I. Opportunity**  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna liqua. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc.  **II. Opportunity**  Consequat. Velit aliquet sagittis id consectetur purus ut. At augue eget arcu dictum varius duis. Aenean vel elit scelerisque mauris pellentesque pulvinar pellentesque.   **III. Opportunity**  Commodo nulla facilisi nullam vehicula. Et egestas quis ipsum suspendisse. Bibendum neque egestas congue quisque egestas diam in arcu. Consequat. Velit aliquet sagittis id consectetur purus ut. Vitae sapien pellentesque. Et ligula ullamcorper malesuada proin libero nunc. |
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Thank You  
**Social Media Report [Month] [Year]**