Monthly social media report

Template by MediaLens · medialens.io/tools/social-media-report-template

How to use

Section	Contents	Notes
1. Summary	Three highlights, one issue, next actions	Management should understand the month from this page alone
2. Account performance	Followers, reach, engagement, posts	Compare each with last month, by platform
3. Content	Best and worst posts, engagement by format	Give the reason, not just the posts
4. Competitors	Posts, average engagement, share of voice	Keep the same competitors every month
5. Sentiment	Mentions, sentiment split, main topics	Attach representative posts
6. Next actions	Tests, owner, due date	Each one measurable

When filling it in

1. State the method: which denominator engagement rate uses, and what counts as an engagement.
2. Same period: use the same days each month, e.g. the 1st to the last day.
3. Paid and organic apart: if you ran ads, show reach separately.
4. Add the reason: one line on why each number rose or fell.

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Brand _____ Month _____ Prepared by _____

1. Summary

Highlight 1	
Highlight 2	
Highlight 3	
Issue	
Next actions	

2. Account performance

Platform	Followers	Net follower growth	Reach	Engagements	Posts	Engagement rate	vs last month
Facebook							
Instagram							
Threads							

Engagement rate here = engagements ÷ followers. If you use reach instead, say so.

3. Content

	Post (link)	Date	Format	Engagements	Why
Best 1					
Best 2					
Best 3					
Worst 1					
Worst 2					

Format	Posts	Average engagements
Image		
Video / Reels		
Carousel		
Text		

4. Competitors

Brand	Posts	Total engagements	Average engagements	Net follower growth	Share of voice
Us					
Competitor A					
Competitor B					

5. Sentiment

	This month	Last month	Notes
Brand mentions			
Positive			
Neutral			
Negative			
Main topics			
Representative posts (links)			

6. Next actions

What to test	Owner	Due date	How it's measured