

Reporting Your Success:

An Outline for Social Media Reports

This document is intended to serve as a guide for reporting progress, success and updates in efforts in social technologies. Edit, change or add elements to tailor it to your needs. These are only suggestions.

▶ Executive Summary

This section is intended for senior leadership. Summarize strategic outcomes such as reputation, engagement and visibility. Summarize significant changes since your last report. State your goals for the next X weeks or months. Re-state and emphasize your communications strategy.

▶ Introduction

Summarize the purpose of this report.

▶ Audiences and Stakeholders

▶ Demographics

- ▶ Provide information about the average age of your audiences (data gathered from Facebook).
- ▶ Provide information about the countries your audiences are from (data gathered from Facebook, Twitter and Google Analytics).
- ▶ Provide information about the languages your audiences speak (data gathered from Facebook, Twitter and Google Analytics).
- ▶ Draw conclusions from these data. State your recommendations and your goals for the next X number of weeks or months. Note significant changes or shifts since your last report.

▶ Interests

- ▶ List most popular content and categorize. Examples: “athletics,” “student-authored posts,” or “campus news.”
- ▶ Note upcoming events and activities that require special attention (examples: centennial celebration, special guests on campus, campaign launch).
- ▶ Draw conclusions. Recommend content categories to highlight more or less frequently. Set goals for the next X number of weeks or months. Note significant changes or shifts since your last report.

▶ Tools

Copy and paste this section as many times as needed. Use as a guide for each tool you highlight: Twitter, Facebook, YouTube, LinkedIn, Blog, Website, etc.

- ▶ Summarize progress/changes since last report.
- ▶ Include graphs. Example: number of fans/followers over time. Graphs generated by third party metrics services or created by you in Excel or other software.
- ▶ Cite quotes from your audiences. Use actual tweets, blog comments, etc.
- ▶ Draw conclusions from your data.
- ▶ Set goals for the next X number of weeks or months, and note significant changes since your last report.

▶ Highlight Trends and Tools to Watch

- ▶ List new and trending tools you are following that may be of interest to your audiences in the future; summarize your findings, opinions and strategy for moving forward (will continue to monitor, will begin using, etc).
- ▶ Sort by category (“fundraising,” “recruitment”).

▶ Restate Your Strategy

▶ Conclusion