Social Media Report Template

Social Media Report

Comparison between \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_

# Dictionary

**Impressions**: The total number of times content was displayed, whether it was accessed (clicked) or not.

**Reach**: The number of unique content viewers who have seen the page, profile, or post at least once.

**Average Post Engagement**: The total number of interactions a post receives divided by the number of posts published within a specific time period.

# \_\_\_\_\_\_\_\_\_\_ Metrics: Multi-Platform

## Followers

### Overall Followers

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### \_\_\_\_\_\_\_\_\_\_ New Followers

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

## Posts

### \_\_\_\_\_\_\_\_\_\_ Posts

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### \_\_\_\_\_\_\_\_\_\_ Average Post Engagement

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### \_\_\_\_\_\_\_\_\_\_ Post Impressions

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### \_\_\_\_\_\_\_\_\_\_ Post Reach

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### \_\_\_\_\_\_\_\_\_\_ Post Shares

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### \_\_\_\_\_\_\_\_\_\_ Post Comments and Replies

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### \_\_\_\_\_\_\_\_\_\_ Post Reactions and Likes

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

## Page and Profile

### \_\_\_\_\_\_\_\_\_\_ Page and Profile Impressions

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### \_\_\_\_\_\_\_\_\_\_ Page and Profile Reach

\_\_\_\_\_\_\_\_\_\_

Instagram: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Facebook: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

# \_\_\_\_\_\_\_\_\_\_ Metrics: Platform-Specific

## Facebook

### Page Inbound Messages

\_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### Post Impressions

\_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### Top Posts



## Instagram

### Profile Inbound Messages



### Post Impressions

\_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

### Top Posts



### Post Reach

#### Post Type

Carousel Ad: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Story: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Photo Post: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Reel: \_\_\_\_\_\_\_\_\_\_ (+/- \_\_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_\_\_\_\_)

Industry Standards

Standard Statistics for Boutique Fitness Studios

# Followers

## Overall Followers

7,000 - 40,000

Instagram: 5,000 - 30,000

Facebook: 2,000 - 10,000

## New Followers Per Month

250 - 1,500

Instagram: 200 - 1,000

Facebook: 50 - 500

# Posts

## Posts Per Week

5 - 9

Instagram: 3 - 5

Facebook: 2 - 4

## Average Post Engagement

2.0 - 4.5%

Instagram: 1.5 - 3.0%

Facebook: 0.5 - 1.5%

## Post Impressions

1,500 - 8,000

Instagram: 1,000 - 5,000

Facebook: 500 - 3,000

## Post Reach

2,000 - 9,000

Instagram: 1,500 - 6,000

Facebook: 500 - 3,000

## Shares Per Post

15 - 80

Instagram: 10 - 50

Facebook: 5 - 30

## Comments and Replies Per Post

30 - 115

Instagram: 20 - 80

Facebook: 10 - 35

## Reactions and Likes Per Post

250 - 1,300

Instagram: 200 - 1,000

Facebook: 50 - 300

# Page and Profile

## Page and Profile Impressions Per Month

15,000 - 50,000

Instagram: 10,000 - 30,000

Facebook: 5,000 - 20,000

## Page and Profile Reach Per Month

15,000 - 55,000

Instagram: 10,000 - 40,000

Facebook: 5,000 - 15,000