CHECKLIST

Social media analytics reading checklist

- [ ] Confirm the date range matches the campaign or period you're reviewing
- [ ] Identify your top three posts by engagement rate
- [ ] Note what those posts had in common
- [ ] Spot any sharp changes in followers or reach
- [ ] Trace sharp changes back to specific content
- [ ] Compare performance to your own past reports
- [ ] Write one sentence on what you'll do differently next time