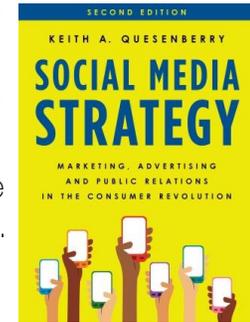


SOCIAL MEDIA METRICS TEMPLATE



Place social media plan objectives across the top with objectives such as increasing awareness, increasing engagement, or improving customer service. Quantify SMART (specific, measurable, achievable, relevant, time bound) objectives like “Increase awareness by 20% in 6 months.” List social media channels down left column. For each objective and corresponding social channel, list the specific metric that will measure each objective such as likes, favs, favorites, hearts, shares, views, unique views, completions, sentiment, comments, etc.

Social Media Channel	Objective 1: SMART:	Objective 2: SMART:	Objective 3: SMART:	Objective 4: SMART:
	KPI:	KPI:	KPI:	KPI:
	KPI:	KPI:	KPI:	KPI:
	KPI:	KPI:	KPI:	KPI:
	KPI:	KPI:	KPI:	KPI:
	KPI:	KPI:	KPI:	KPI:
	KPI:	KPI:	KPI:	KPI: