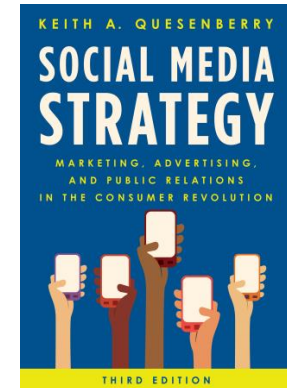


SOCIAL MEDIA METRICS TEMPLATE

Place specific social media plan objectives across the top with objectives such as increasing awareness, increasing engagement, or improving customer service. Quantify following SMART guidelines (specific, measurable, achievable, relevant, time bound) 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. This table will vary by columns and rows based on how many objectives and social media platforms are used in the social media plan. [More details here](#)



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