

Social Media Analysis

Business Name _____

Month _____

FaceBook

Date	Net Page Gains/Loss	Number of Posts	Shares	Likes	Clicks	Impressions	Reach

Instagram

Date	Net Page Gains/Loss	Number of Posts	Shares	Likes	Clicks	Impressions	Reach

Pinterest

Date	Net Page Followers	Number of PINS	Shares	Likes	Clicks	Impressions	Reach

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Twitter

Date	Net Followers Gains/Loss	Number of Tweets	Number of Retweets	Likes	Clicks	Mentions	Other

LinkedIn

Date	Net Followers Gains/Loss	Number of Posts	Interactions	Engagement	Clicks	Impressions	Reach

SnapChat

Date	Number of Followers	Number of Stories	Views	Screenshots	Completion Rate	Fall Off Rate	Geofilter Uses