Social Media Analytics Checklist

Step 1: Analyze Follower Demographics

- ☐ Use platform analytics to gather data on your followers' demographics (age, gender, location, etc.).
- ☐ Compare these demographics with your target audience to see how well they align.
- ☐ Identify trends in your follower base over time. Are you attracting a more diverse audience, or is it consistent?

Step 2: Calculate Engagement Rates

- ☐ Define engagement metrics for each platform (likes, shares, comments, retweets, etc.).
- ☐ Calculate engagement rates for your posts to understand how actively your audience interacts with your content.
- ☐ Track engagement rates over time. Are they improving, stable, or declining?

Step 3: Assess Post Performance

- ☐ Identify your top-performing posts by engagement metrics.
- ☐ Determine common themes or types of content among your most successful posts.
- ☐ Check the posting times and days of your best content. Are there patterns worth replicating?
- ☐ Compare post performance across different platforms. Does your content perform better on certain platforms?

Step 4: Analyze Content Strategy

- ☐ Review the types of content you post (images, videos, text, stories, etc.). Is there a good balance?
- ☐ Check your content's consistency with your brand voice and messaging.
- ☐ Identify any content gaps or areas where you could expand your reach (e.g., exploring video content or live sessions).

Step 5: Benchmark Against Industry Standards

- ☐ Research industry benchmarks for engagement rates and post performance.
- ☐ Compare your metrics with industry standards to gauge where you stand.

- [ ] Identify any areas where you're outperforming or lagging behind industry norms.

Step 6: Plan for Improvement

- [ ] Set specific goals for improving engagement rates and post performance.
- [ ] Develop a content calendar to maintain a consistent posting schedule.
- [ ] Experiment with new content types or formats to boost engagement.