

LARGEMOUTH

Social Media Report Card

Have executives ever asked you, "how are we doing on social media?" Your response might seem too subjective without clear metrics and industry benchmarks for context. Our social media report card provides a data-driven way to assess the effectiveness of your strategy and provide valuable feedback to leadership.

Before diving in, let's define some key terms...

ENGAGEMENT RATE

Engagement remains the gold standard when evaluating social media success. However, engagement levels differ between industries - for example, the financial services sector won't see the same level of engagement as the beauty industry. It's important to use benchmarks specific to your industry when evaluating social performance. Free annual reports from [Sprout Social](#), [Social Insider](#) and [Rival IQ](#) publish average engagement rates for every industry and social platform.

DIRECT COMPETITOR COMPARISON

Pick two of three of your key competitors and compare your performance on social. Tools like Sprout Social allow you to create detailed competitor reports, but if you don't have access to this type of platform, you can still look at basic metrics like follower count and draw comparisons.

OUTBOUND ENGAGEMENT

Brands need to be active participants on social media - engaging in social listening and proactively communicating with followers. To measure success with this objective, you can compare your number of outbound engagements to your overall industry's average.

LINK TRACKING

You know your content is making an impact when followers take the extra step to click on a link that you've shared. Social media management platforms can help track these clicks, but you can also use free tools like [bitly](#) to monitor link clicks for specific campaigns.

FOLLOWER GROWTH RATE

Every brand wants to increase their follower count, but growth rate will give you a fuller picture of performance. A consistent increase in growth rate each month indicates that your strategy is working and that your page is gaining momentum. [Hootsuite](#) regularly publishes average growth rates for a variety of industries.

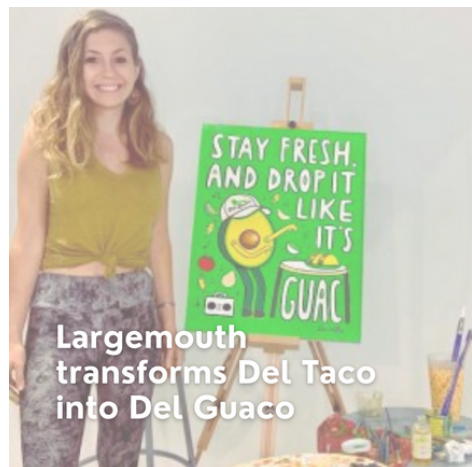
Sample Report Card

Metrics: Score each social media account in the categories below. You can evaluate categories individually or calculate an average to arrive at an overall "grade."	Score:
Engagement Rate 1 - Far below industry benchmarks 2 - Slightly below industry benchmarks 3 - Meets industry benchmarks 4 - Exceeds industry benchmarks	
Competitor Comparison 1 - Weak performance vs. competitors 2 - Limited success vs. competitors 3 - On par with competitors 4 - Outperforms competitors	
Outbound Engagement 1 - Far below industry benchmarks 2 - Slightly below industry benchmarks 3 - Meets industry benchmarks 4 - Exceeds industry benchmarks	
Link Tracking 1 - Far below industry benchmarks 2 - Slightly below industry benchmarks 3 - Meets industry benchmarks 4 - Exceeds industry benchmarks	
Follower Growth Rate 1 - Far below industry benchmarks 2 - Slightly below industry benchmarks 3 - Meets industry benchmarks 4 - Exceeds industry benchmarks	
AVERAGE SCORE Grading rubric: 3.5 - 4.0: A 3.0 - 3.5: B 2.0 - 2.9: C 1.0 - 1.9: D	

What's Next?

Work with your team to determine which metrics are most important, as some categories may carry more weight depending on your goals. For instance, if you are launching a new product, link clicks to the product's landing page may be a top priority. Once you've established your key metrics, you can set performance goals and look to maintain a certain "grade point average" or excel in specific areas. These goals can be revisited and adjusted annually as your social media strategy evolves.

Our insights...



Reach Out

to Largemouth PR at info@largemouthpr.com to see how we can help you build a successful social media strategy