**Reporting on Social Media**

Here are some key tips on how to create a social media report and explain it to your supervisor.

**Focus On Key Metrics**

There’s nothing worse than a 50-page report with hundreds of metrics that no-one has a clue what about what these mean. Avoid baffling the people reading the report with technical terms, statistics and percentages.

Pull out the most important metrics and stick to reporting on these. Usually these are focused on reach, impressions, engagement and conversions.

**Use Visual Aids**

Many people can get a much better understanding of something when it is represented visually. Try using bar charts, tables and pie charts for key statistics to help make the report easier to understand. It also removes the confusion that a list of numbers or sentences often forms.

**Set Realistic Objectives**

Before starting a new social media campaign make sure it has realistic objectives. Is the campaign to get more followers, more engagement, better reach or increased sales? Most people will say they want it all, but this scattergun approach just doesn’t work.

Focus on key objectives and make sure these are included in the report and readers can easily identify whether these objectives are being met.

**Decide On The Frequency of Reporting**

There needs to a regular reporting routine established. Set a regular interval for reports to be generated and submitted. Is it going to occur weekly, or monthly or maybe quarterly? What is both acceptable to manage and the best for ensuring effectiveness of the social media use?

Make sure reports are presented in the way the client or supervisor requires. Also consider the delivery process - will it be emailed or delivered or face to face? This may affect the way the report is designed and how much personalisation will be needed.

**Customise A Template**

With thousands of businesses working on their social media reporting, find a template from the selection of pre-designed social media reporting templates online.

Find a report that offers a layout and metrics that works for this particular social media context and use that as the basis for the report. Customise it with the necessary logos and any other metrics not already included. This saves time and effort while producing a professional social media report.

Source: Financial Review, as at https://www.afr.com/technology/five-metrics-for-measuring-social-media-return-on-investment-20140911-jyavs