

Monthly Social Media Metrics & KPI Tracking Sheet

Month		Year	
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Account Overview

Platform	Profile/Page Name	Followers/ Fans (Start)	Followers/ Fans (End)	Net Growth

Key Performance Metrics

Platform	Posts	Impressions	Reach	Engagements	Clicks	Engagement Rate (%)

Top Performing Posts

Date	Platform	Post Title/Description	Impressions	Engagements	Engagement Rate (%)

Notes & Insights