

# Social Media Competitor Benchmarking Report

Date: \_\_\_\_\_  
Prepared by: \_\_\_\_\_

## 1. Objective

## 2. Selected Competitors

## 3. Channel Overview

Brand	Facebook	Instagram	Twitter	LinkedIn	TikTok
Your Brand					
Competitor 1					
Competitor 2					
Competitor 3					

## 4. Key Metrics Comparison

Brand	Followers	Engagement Rate	Post Frequency	Avg. Likes	Avg. Comments
Your Brand					
Competitor 1					
Competitor 2					
Competitor 3					

## 5. Content Strategy Analysis

Your Brand

Competitors - Key Highlights

## 6. Top Performing Posts (Sample)

Brand	Platform	Date	Description / Theme	Engagement	Link

## 7. Insights & Recommendations