

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