Social Media Campaign Performance Reporting Sheet

Campaign Overview

Campaign Name

Enter campaign name

Campaign Period

e.g. June 1 - June 30, 2024

Objectives

State the main goals of this campaign

Performance Metrics

Platform	Posts	Reach	Impressions	Engagements	Engagement Rate (%)	Clicks	Conversions	Followers Gained
e.g. Fac								
e.g. Inst								
e.g. Twi								

Key Highlights

Summarize campaign highlights, successes, and learnings

Recommendations

Write tips or ideas for future campaigns