Social Media Monthly Report

|  |  |
| --- | --- |
| Month  | **Month Year** |
|  | **# of post** | **# of post *previous month*** | **# of post *current month*** | **Reach** | **Audience # current month** | **Audience # previous month** | **+/- Audience #** |
| **Twitter** |  |  |  |  |  |  |  |
| **Facebook** |  |  |  |  |  |  |  |
| **Linked In**  |  |  |  |  |  |  |  |
| **Blog** |  |  |  |  |  |  |  |

|  |
| --- |
| **Twitter 2016-2017** |
| **Month** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **June** | **July**  | **Aug** | **Sept** |
| **# of post** |  |  |  |  |  |  |  |  |  |
| **# of followers** |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| **Blog 2016-2017** |
| **Month** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **June** | **July**  | **Aug** | **Sept** |
| **# of post** |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| **Facebook 2016-2017** |
| **Month** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **June** | **July**  | **Aug** | **Sept** |
| **# of Post** |  |  |  |  |  |  |  |  |  |
| **Audience** |  |  |  |  |  |  |  |  |  |
| **Gender of Likes relative to FB** |  |  |  |  |  |  |  |  |  |
| **Country of Likes**  |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| **MSKTC Headlines Tracking**  |
| Issue # | Date | # of Recipients | Opened | Bounce | No Info | Clicked | Unsubscribed | Forwarded  | Complained |
| 36 |  |  |  |  |  |  |  |  |  |
| 37 |  |  |  |  |  |  |  |  |  |
| 38 |  |  |  |  |  |  |  |  |  |
| 39 |  |  |  |  |  |  |  |  |  |
| 40 |  |  |  |  |  |  |  |  |  |
| 41 |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| **LinkedIn**  |
| **Month** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **June** | **July**  | **Aug** | **Sept** | **Oct** | **Nov** |
| ***# of Connections held by profile*** |  |  |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| **Newsletter Subscribers** |
| **Month** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **June** | **July**  | **Aug** | **Sept** | **Oct** | **Nov** |
| ***# of subscribers*** |  |  |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| Comments, Observations, or Insights |
| Insight |  |