PLANN

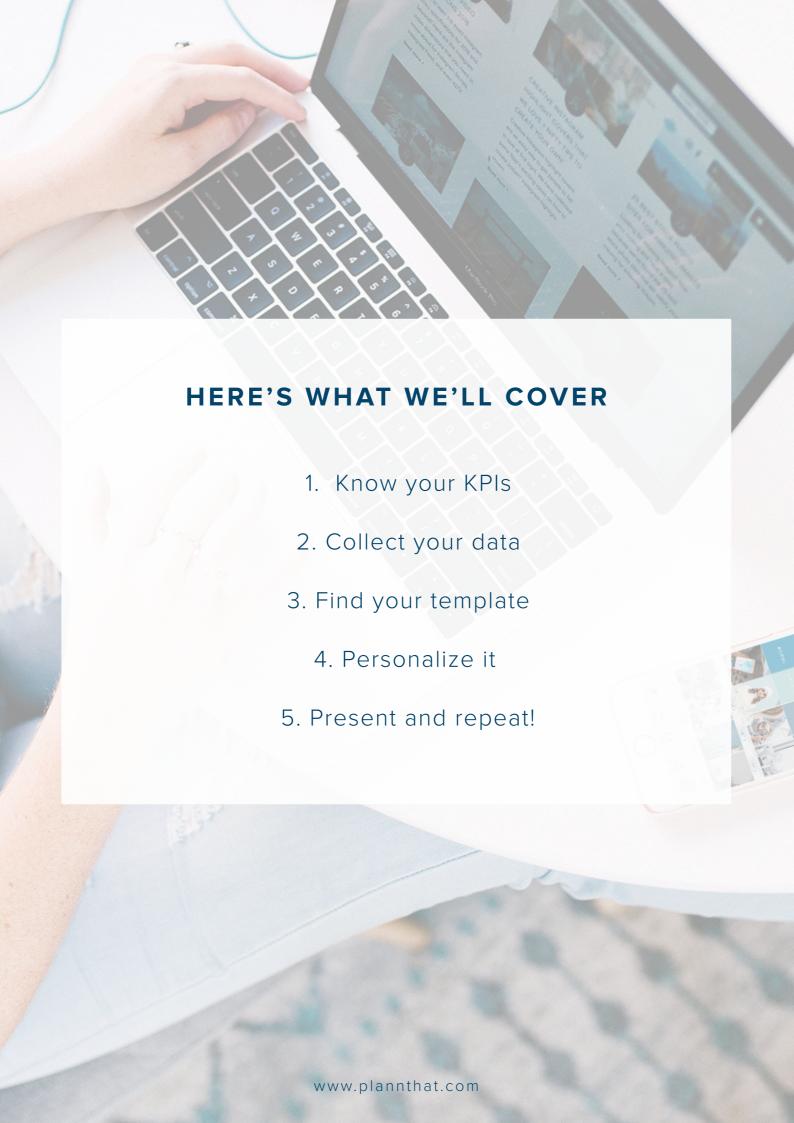# How To Create An Epic Social Media Report — In 5 Easy Steps

WHY CREATE A SOCIAL MEDIA REPORT?

Let's be honest — unless you happen to be a bit of a data nerd, analytics are probably the *least* sexy part of social media. There's no pretty pictures, fun emojis or flashy gifs — just shiny, hard numbers. But, looking at your analytics is an essential part of social media success. It tells you exactly what's working and what's not, so you know how to get the most out of your time and effort and keep moving forward.

Creating monthly or quarterly social media reports is the best way to make sense of all that data. They're *especially* important if you're a social media manager or marketer, because they allow you to show clients exactly what you've been doing and how much value it's bringing to their business. Plus, it allows to see patterns in what's performing well, which you can use to shape your future content and strategy.

The good news is, putting together a social media report doesn't have to be a task that's as boring as watching paint dry. By using the right tools, it can actually be simple, easy and — dare we say it — even fun! It'll help you fall in love with analytics and motivate you to create even more intentional content on Instagram.

Read on for our guide to creating an epic social media report in 5 easy steps!

HERE'S WHAT WE'LL COVER

1. Know your KPIs

2. Collect your data

3. Find your template

4. Personalize it

5. Present and repeat!

1. KNOW YOUR KPI'S

There's no shortage of information you can uncover from Instagram analytics about your audience and content performance. But, most likely, not all of that info IS going to be relevant! Otherwise, your report will likely go on for approximately 200 pages — and let's be honest, nobody wants to read that.

You want to fill your social media report with *only* the insights that are going to actually have an impact — and that starts with knowing your KPIs (key performance indicators) These are measurable values that show how well you're meeting your business objectives.

So, think about the individual goals for that account, and how Instagram lends itself to that. For example, if you're a blogger, one of your KPIs would probably be link clicks to your blog posts. If you're a brick and mortar store, an important insight would be how many people are tapping your store location to open in Google maps. If you're an eCommerce store, it might be taps on product tags.

Below, you'll find a list of Instagram analytics you can find on Plann. Why not print out the checklist and tick off which information is relevant to your business?

- Stories completion rate

- Best performing hashtags

- Best performing color palette

- Mentioned media (posts you're tagged in)

- Follower growth rate

- Video post views

- Likes recieved

- Comments recieved

- Profile views

- Contact button clicks

- Post saves

2. COLLECT YOUR DATA

Once you know what data is relevant to your report, it's time to bring it all together! Head to the 'results' section in Plann to collect your data. This is split into four different sections:

Overview: Where you'll find a top-level view of all of your most important stats, like your best-performing posts and stories and your engagement, impressions and reach rates.

Activity: A more-indepth look at how people are engaging with your content, including best times to post, reach by post type and best performing hashtags.

Media: A more detailed look at the content you're posting, including your current, best and worst performing color palettes and your most liked, commented posts and those with the highest engagement and reach

Profile: Gives you more in-depth info on how people are engaging with your profile in general, including website clicks, 'contact' clicks and follower growth. It also gives you more insight into your followers, including their age, gender and location.

2. COLLECT YOUR DATA CONT.

You can view any of this data over the last week, month, lifetime — even before you started using Plann! Be sure to select the timeframe that's going to be covered in your report.

Once you've found the information you need, take some screenshots of the info that's relevant to you. You do this on a Mac by pressing 'Shift, Command and 4' together, and on a Windows by pressing 'Alt and Printscreen' together. These will save to your desktop, which you can then add to a folder for easy access.

Another great tool is the 'Reply' tool in Plann! This allows you to easily monitor your mentions — ie. the posts you're tagged in — that might otherwise get lost in your notifications (as Instagram only lets you go back so far)

3. FIND YOUR TEMPLATE

Once you've got all your info, it's time to present it in a polished and easily digestible way! Thankfully, you don't have to completely start from scratch. Our good friends at Canva have some beautiful templates you can easily customize with your own data. Just head to the template library in Canva, search for reports and look for one that suits your needs. Remember, you can easily add in your own colors and fonts. So, try to mainly look at the overall aesthetic and structure rather than the finer details.

We've also created our very own Plann social media report template with space for all of the most important stats that you can make your very own! Head to the last page in this ebook to grab the template!

4. PERSONALIZE YOUR TEMPLATE

So, now you've got your data and template at the ready. Go you! As you've already laid down the groundwork, the actual process of putting together your report is actually pretty quick and easy. The main thing to think about here is laying out your information in a way that makes logical sense. This will make it easier to come back and quickly reference anything whenever you need to .

If you're covering multiple platforms, it usually makes sense to group the data on those platforms together. You might also choose to structure it in different categories like 'Instagram feed posts,' 'Instagram stories' 'videos' and so forth.

To really add the extra 'wow' factor to your report, it can also be a good idea to add an executive summary to the beginning of your report, summarizes any key insights or trends you've uncovered.

5. PRESENT AND REPEAT

Now, it's time to show off all your hard work — whether it's presenting it in a meeting, sending to a client via email or just printing it out for yourself. Be sure to crack the champagne and celebrate!

However, don't forget to save your social media report as a template, because this ain't a 'one and done' kind of deal!

The point of social media reports is to track growth and patterns over time. Even if you're just creating it for yourself, it can be helpful to consistently put these together every month or quarter. Not only is it helpful, but it can be incredibly motivating to see that what you're doing is exactly working. Plus, it gives you the chance to quickly pivot your strategy if you find that something isn't really working — no wasted time and energy!

When you put together your follow-up reports, you'll be able to compare how your stats have changed from previous weeks, months or quarters. Using graphs can be a really helpful way to lay out this information, as it quickly shows the growth trajectory at a glance.

By following this simple, 5-step approach, you can quickly put together a professional-looking report . This will give you a crystal clear, eagle-eyed view on how to take your social media presence to the next level.

FEELING A LITTLE MORE INSPIRED?

Yes! Now that you can know which kind of content is working for you, let's create and schedule it!

With Plann you can plan days, weeks or months in advance and leave that social media overwhelm behind. Sign up for your 7 day free trial right now. ←