



Comprehensive Social Media Performance Scorecard Template





This social media scorecard template is designed to provide a 360-degree view of your social media performance, enabling data-driven decisions and clear communication with stakeholders. Unlike basic templates, this comprehensive framework covers not just metrics but also strategic insights, competitive analysis, and actionable recommendations



How to Use This Template

- Update metrics monthly/quarterly based on your reporting cycle
- Customize KPIs and benchmarks to align with your business objectives
- Use the executive summary for C-suite presentations
- Leverage the detailed sections for team planning and strategy adjustments
- Include screenshots and links to top-performing content
- Update competitive analysis section with fresh market insights



Executive Dashboard

Reporting Period: [Month/Quarter, Year]

Last Updated: [Date]

Prepared By: [Team/Individual]

Executive Summary

"Our social media performance for [period] shows [strong/moderate/weak] results with [specific achievement] in [key area]. Key wins include [list 2-3 major achievements], while areas requiring attention include [list 1-2 challenges]. Strategic initiatives for next period focus on [key strategic priorities]."

Key Performance Snapshot

TOTAL REACH: **XX%** (+/-XX% vs previous period)

ENGAGEMENT RATE: **XX%** (+/-XX%)

CONVERSION RATE: **XX%** (+/-XX%)

SOCIAL MEDIA ROI: **XX%** (+/-XX%)

CUSTOMER RESPONSE RATE: **XX%** (+/-XX%)

Channel Performance Matrix

1. Platform-Specific Performance

Platform	Followers	Growth Rate	Engagement Rate	Click-Through Rate	Cost Per Engagement	Top Performing Content Type	Platform-Specific KPIs
Instagram							
Facebook							
LinkedIn							
TikTok							
Twitter							

2. Growth Trends [Visual representation showing]

Month-over-Month growth rates

Year-over-Year comparisons

Forecast vs Actual performance

Channel contribution to overall goals

Engagement Deep Dive

Engagement Metrics By Channel

Total Engagements **XX**

Engagement Rate by Post Type **XX**

Engagement Rate by Time of Day **XX**

Engagement Rate by Content Format **XX**

Audience Growth Rate **XX**

Content Performance Analysis

Top 5 Performing Posts (with screenshots) **XX**

Content Categories Performance **XX**

Hashtag Performance **XX**

Best Posting Times **XX**

Audience Response Patterns **XX**

Conversion & ROI Analysis

Conversion Metrics

Social Media Conversion Rate **XX**

Cost Per Conversion **XX**

Revenue Generated from Social **XX**

Lead Generation Metrics **XX**

Customer Acquisition Cost **XX**

ROI Calculations

Total Social Media Spend **XX**

Revenue Attribution **XX**

Return on Ad Spend (ROAS) **XX**

Lifetime Value of Social Customers **XX**

Cost Savings from Social Care **XX**

Advanced Competitive Analysis

Share of Voice Analysis

Brand Name	XX	XX
Total Mentions	XX	XX
Share of Voice %	XX	XX
Sentiment Score	XX	XX
Engagement Rate	XX	XX
Follower Growth	XX	XX
Content Strategy Overview	XX	XX

Competitive Benchmarking

Industry Average Performance	XX
Category Leadership Position	XX
Growth Rate Comparison	XX
Innovation Index	XX
Customer Service Performance	XX

Customer Insights & Sentiment

Sentiment Analysis

Overall Sentiment Score **XX**

Sentiment by Channel **XX**

Sentiment by Topic **XX**

Sentiment Trends **XX**

Key Drivers of Sentiment **XX**

Customer Feedback Analysis

Common Themes **XX**

Customer Pain Points **XX**

Product/Service Feedback **XX**

Customer Service Performance **XX**

Response Time Metrics **XX**

Campaign Performance

Campaign Metrics

Campaign Name	XX
Duration	XX
Budget	XX
Total Reach	XX
Engagement Rate	XX
Conversion Rate	XX
ROI	XX
Key Learnings	XX

Campaign Comparison

Historical Performance	XX
Budget Efficiency	XX
Creative Performance	XX
Audience Response	XX
Achievement of Objectives	XX

Strategic Recommendations

Key Opportunities

Platform-Specific Recommendations **XX**

Content Strategy Adjustments **XX**

Engagement Optimisation **XX**

Budget Allocation **XX**

Resource Requirements **XX**

Action Items

Immediate Actions (Next 30 Days) **XX**

Short-term Goals (90 Days) **XX**

Long-term Initiatives (6-12 Months) **XX**

Required Resources **XX**

Expected Outcomes **XX**

Future Planning

Strategic Roadmap

Upcoming Campaigns **XX**

Platform Strategy **XX**

Content Calendar Highlights **XX**

Budget Forecasts **XX**

Growth Projections **XX**

Resource Planning

Team Structure **XX**

Tool Requirements **XX**

Budget Allocation **XX**

Training Needs **XX**

Process Improvements **XX**

Appendix: Definitions & Methodology

Metric Definitions

[Include detailed definitions of all metrics used in the scorecard]

Data Collection Methodology

- Data Sources
- Collection Period
- Calculation Methods
- Exclusions
- Limitations

Glossary of Terms

Metric Definitions

[Include detailed definitions of all metrics used in the scorecard]

Remember to customize this template based on your specific:

- Industry benchmarks
- Business objectives
- Reporting requirements
- Stakeholder needs
- Available data sources



Improve Your Brand Presence
With quso.ai

SIGN UP TODAY!