

Network	How Active	What Types of Activity
E.g. Facebook	E.g. About 1 post per week	E.g. New blog posts are shared when they go live

2) Account login information:

Network	Login Info
E.g. Facebook	E.g. Stored in company's 1Password

Tip: Look for the following:

- Facebook
- Messenger
- Instagram
- YouTube
- LinkedIn
- Twitter
- Snapchat

- Pinterest
- TikTok
- Reddit
- Quora
- Tumblr
- WhatsApp
- Medium

And if doing business in China, you may also want to look for WeChat, QQ, Qzone, Sina Weibo, and Baidu Tieba.

Even if you don't plan on actively using every one of those social networks, it's a good idea to claim your brand's handle on them.

Performance

Next, it's time to understand what's been working well and what hasn't.

There are two main types of metrics to look at: engagement metrics and business metrics.

Engagement metrics are things like follower counts, likes, responses, shares and retweets. These metrics are the easiest to influence. But they're not worth much on their own.

Business metrics are different. These include traffic from each social network, conversion rates from that traffic, and leads or revenue from it. These metrics are more difficult to measure and influence. But ultimately they're what matter most.

1) Engagement metrics:

Network	Engagement Metrics
E.g. Twitter	E.g. Avg 244 new followers per month, 5 retweets per day and 9 likes per day.

2) Business metrics:

Network	Business Metrics
E.g. Twitter	E.g. Avg 41 site visits per day, 3 email subscribers per day and \$28.30 in ecommerce revenue per day.

Opportunities

The final step is to cover opportunities for improvement.

This doesn't have to be incredibly detailed. But it should contain actionable recommendations on how to improve.

1) Profile improvements:

These are ways to improve the social media profiles themselves.

Network	Business Metrics
E.g. Instagram	E.g. Make profile picture consistent with other social networks. Add link to latest blog post.

2) Social activity improvements:

These are ways to improve what’s being posted or shared and how.

Network	Business Metrics
E.g. LinkedIn	E.g. This network is driving more sales leads than all the others combined. So it deserves more attention. Share your content here at least 2x per week. And try repurposing your blog posts onto Pulse.

