

STEP 6: ANALYZING YOUR DATA



Data and analytics help you measure the impact of your Social Media efforts across different channels to see if there's something you need to do differently.

KNOW YOUR KPI (KEY PERFORMANCE INDICATOR)

- Accounts reached
- Accounts Engaged
- Total followers
- plays, likes, comments, sent, saved
- Stories reach
- Profile activity

YOUR REACH GOALS

- Check your demographics, do they align with your ideal audience?

YOUR ENGAGEMENT GOALS

- Do you expect people to reach out to you via Private Messages?
- Do you create content with the purpose of engagement or awareness?

YOUR FOLLOWING GOALS

- Identify What are your more active times. when is it best to post?