

EVALUATING WHAT WE'VE LEARNED WORKSHEET

Complete this worksheet with your social media team. This form can be used with any social media effort your organization undertakes.

1. Brief description of our recent social media effort (include timeframe):

2. Social media platform(s) used:

3. Target audience:

4. Brief description of key content messages:

5. What 1-2 key objectives were we hoping to accomplish with this social media effort?

a.

b.

6. What metrics did we use to gauge our performance with this social media effort?

7. What are three key data findings from this effort?

a.

b.

c.

8. Overall, how successful do we think this social media strategy is in helping us meet our objectives?

9. What are two key “take-away” lessons we learned that we can use in planning our next social media efforts? (e.g., lessons learned about platform, content, approach, target audience, etc.)

a.

b.