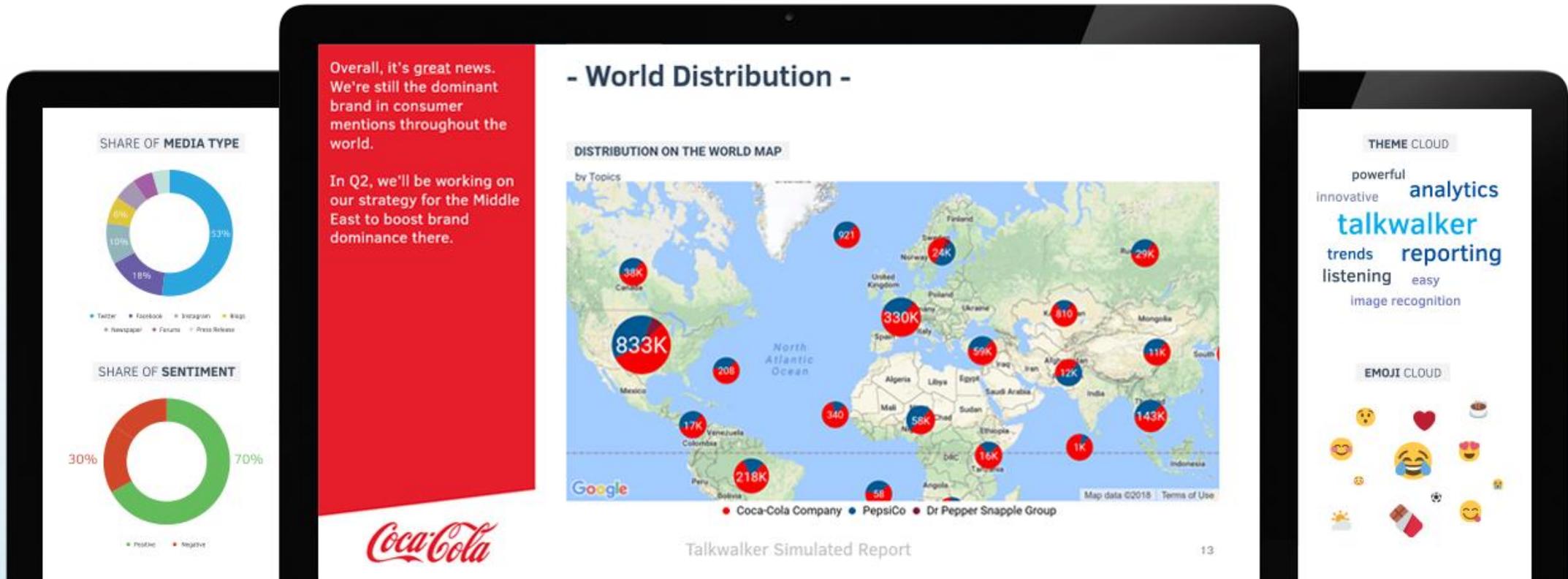


# Social Media Report Template



## - H1 Reporting example -

The following simulated report will help inspire you on what to include in your H1 Social Media reporting.

With example graphs, stats, and analysis to help you to understand what to focus on throughout your reporting.

In our example, we have only considered one month. But by extending your reporting to cover all of H1, you will finish with a fairly comprehensive report.



## - March Overview -

- Our social media strategy to create consistent output across all channels is working well.
- Mentions on all networks are above benchmark levels.



Following the success of February (and several product launches), March mentions have dropped slightly. But they are still above our benchmark levels.

We're currently strategizing how to increase engagement levels for Q2.

## - Brand Performance -

### MENTIONS

**12.8K**

**↓15.9%**

Compared to the last period

### NEWS MENTIONS

**6.2K**

**↓26%**

Compared to the last period

### SOCIAL MENTIONS

**5.2K**

**↓0.5%**

Compared to the last period

### ENGAGEMENT

**87.2K**

**↓64.6%**

Compared to the last period



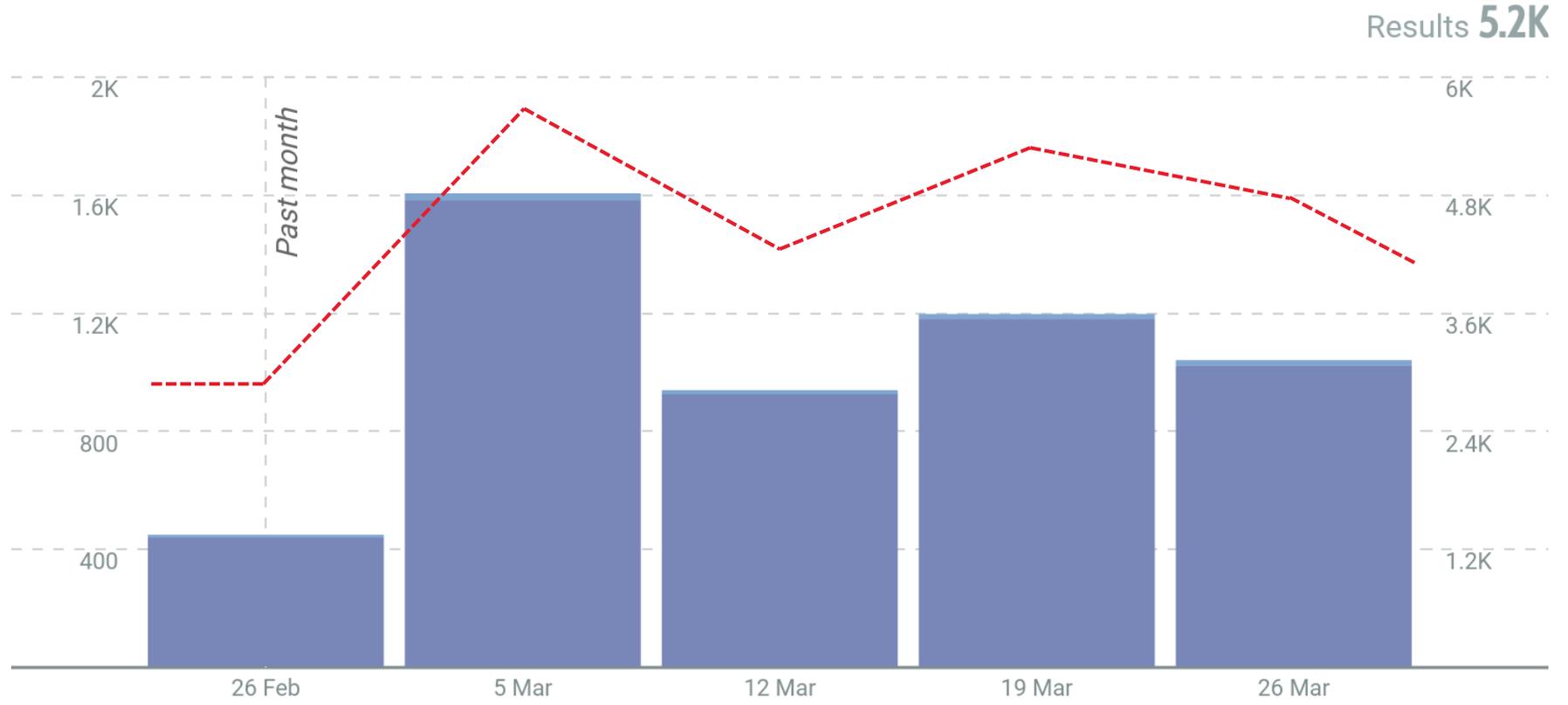
We increased media spend in early March. This had an instant impact that week, which continued across the rest of the month.

We will continue optimizing our media spend, to boost further media mentions.

# - Media Spend -

We've simulated data here as an example. You can add your sales figures into Talkwalker to aid with comparison.

RESULTS OVER TIME: OWNED & EARNED MEDIA VS MEDIA SPEND



**Results**

- ▲780.6% Earned Media - Coca Cola
- ▲654.5% Owned Media - Coca Cola

--- Media Spend



Through excellent PR efforts, earned media mentions and engagement have massively increased.

Our focus on creating a consistent cross-channel strategy, has lost us some owned media mentions (and subsequent engagement), but that will improve in April with our increased posting strategy.

## - Owned Vs Earned Media -

### OWNED MEDIA MENTIONS

83

↘36.6%

Compared to the last period

### OWNED MEDIA ENGAGEMENT

1.9K

↘45.5%

Compared to the last period

### EARNED MEDIA MENTIONS

2.3K

↗17.3%

Compared to the last period

### EARNED MEDIA ENGAGEMENT

10.7K

↗2.2%

Compared to the last period



As part of our engagement strategy, we want to work with more influencers to boost organic consumer engagement.

These are the types of posts we need to replicate to gain that engagement.

# - Most Engaging Results -

## Most engaging Results - Owned Media



**The Coca-Cola Company**  
**Facebook**[facebook.com](https://www.facebook.com/cocacola)

[facebook.com](https://www.facebook.com)|United States|published on 22/03/18 at 15:22

**Watch: Coca-Cola and World Wildlife Fund (WWF) Mark 10th Anniversary...**



Watch the video of our 42 miles of progress! #CocaColaRenew [cocacola.com](https://www.cocacola.com) A team from The Coca-Cola Company recently spent a day in Big Bend National Park in southwest Texas to film a...

Engagement 197 | Potential Reach 1.1M



Facebook Followers 1.1M | Facebook Likes 155 | Facebook Shares 35

## Most engaging Results - Earned Media



**Jason Derulo (jasonderulo)**  
**Twitter**[twitter.com](https://www.twitter.com/jasonderulo)

[twitter.com](https://www.twitter.com)|United States|published on 11/04/18 at 16:01



COLORS OFFICIAL VIDEO OUT NOW! [ad.gt/colorsofficial...](https://ad.gt/colorsofficial) The Coca-Cola Company Anthem for the 2018 @FIFA World Cup [pic.twitter.com/C3zHhFsp3i](https://pic.twitter.com/C3zHhFsp3i)

Engagement 2.1K | Potential Reach 4.1M



Twitter Followers 4.1M | Retweets 459 | Twitter Likes 1.6K



Facebook is currently our most improved channel performance. Our efforts to improve posts on the channel have paid off.

The social media team will now look to improve channels with a standardized content creation process across all our networks.

## - Channel Performance -

### OWNED CHANNEL PERFORMANCE

	Owner Activity	Audience Activity	Content Appreciation	Daily Engagement Rate	Daily Response Rate
Coca-Cola (Twitter)	643 ↓ 96.9%	42,139 ↓ 32.5%	96,478 ↓ 17.4%	0.08% ↓ 5.7%	0.00%
Coca-Cola (Instagram)	29 ↓ 70.7%	653 ↓ 26.2%	41,211 ↓ 3.4%	0.06% ↓ 5.8%	0.00%
Coca-Cola (Facebook)	129 ↑ 6.4K%	719 ↑ 5.9K%	7,990 ↑ 2.1K%	0.00%	0.00%
Coca-Cola (Youtube)	78 ↓ 33.9%	640 ↓ 7.9%	3,212 ↓ 73.1%	0.34% ↓ 60.3%	0.00%



Our channels had consistent growth throughout March. Instagram followers increased by 1% in March alone.

We lost some followers due to Twitter's efforts to remove bot accounts. However, we haven't seen any significantly large drops in followers which we had forecast as a threat in previous months.

## - Channel Growth -

### AUDIENCE GROWTH BY MONTH

	5 Mar	12 Mar	19 Mar	26 Mar
Coca-Cola (Facebook)	107,375,620	107,380,110	107,406,040	107,428,571
Coca-Cola (Twitter)	3,410,145	3,405,950	3,407,314	3,407,939
Coca-Cola (Instagram)	2,433,625	2,446,625	2,454,220	2,460,271
Coca-Cola (Youtube)	2,168,319	2,172,295	2,175,592	2,177,627

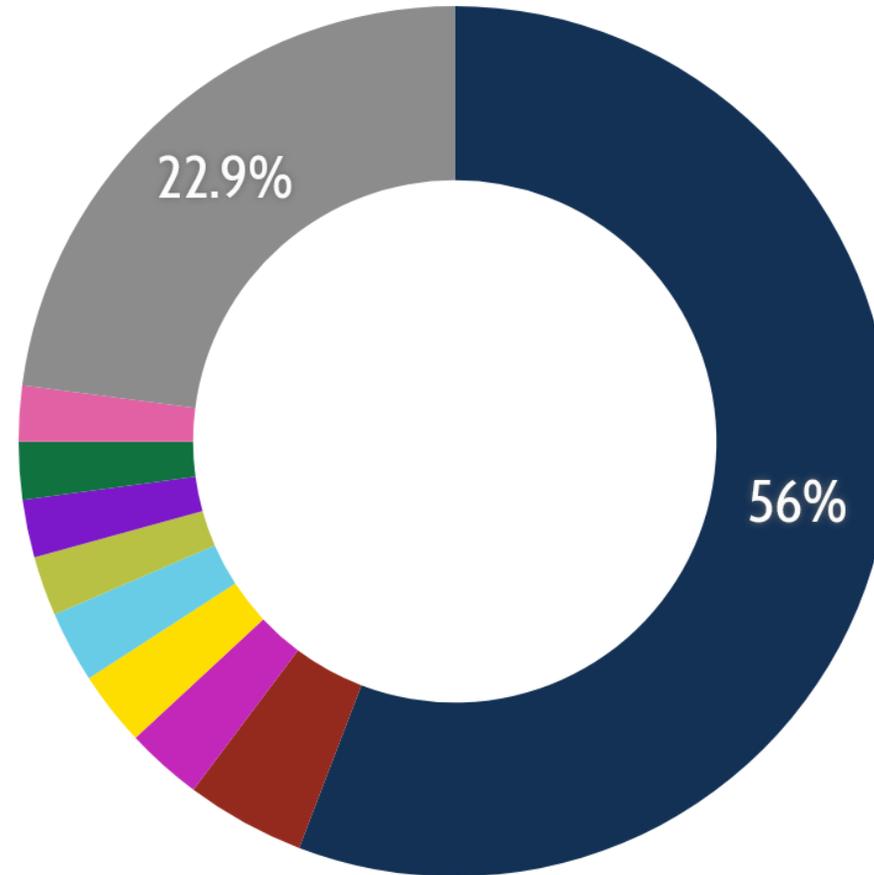


The big successes for this month were in Germany and the UK, with conversation continuing after last month's marketing efforts.

In April, we're going to increase our focus in the Spanish market, promoting the Coca-Cola Mini.

## - Global Coverage -

TOP COUNTRIES WITH NUMBER OF HITS



↗ 0.6% ● United States   
 ↗ 11.3% ● Russia   
 ↗ 20.7% ● Brazil   
 ↗ 79.7% ● Germany   
 ↘ 40.4% ● Spain  
↗ 62.9% ● United Kingdom   
 ↘ 16.7% ● Nigeria   
 ↗ 3.8% ● Japan   
 ↗ 17.8% ● Italy   
 ↘ 0.5% ● Other



We had success with our influencer strategy in Spain this month. Our co-advertising efforts with 100 Montaditos gained us 3.2K engagements.

Bea Perez’s article with National Geographic also engaged successfully, and has increased our voice in the plastic recycling conversation.

## - Influencers -

Influencers 	Posts	Reach	Engagement
 National Geographic, facebook.com	 1	45.3M	3.5K
 Barcelona is my life  , instagram.com	 1	17.6K	3.4K
 100 Montaditos, facebook.com	 2	735.3K	3.2K
 Culturizando, instagram.com	 1	705.7K	1.7K
 O POVO Online, instagram.com	 1	379.9K	1.7K



The big success story for the social media team this month, is the visualization of our consistent marketing strategy.

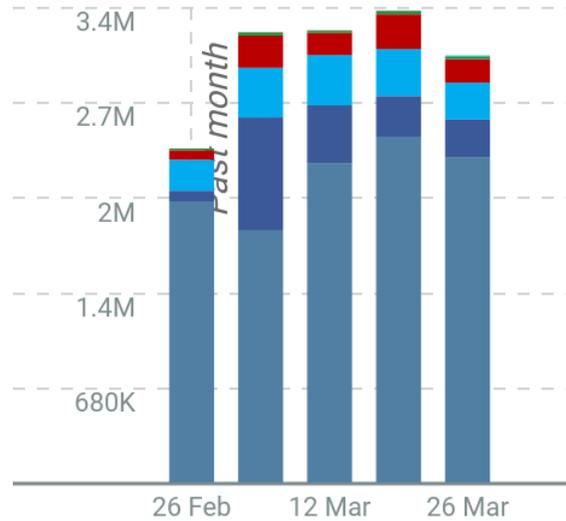
You can see, we now have a much more consistent strategy across all networks, especially compared to our competitors.

We will still look to grow our smaller channels, so we don't become too reliant on Instagram.

## - Market Impact -

### COCA-COLA CHANNELS DRIVING ENGAGEMENT

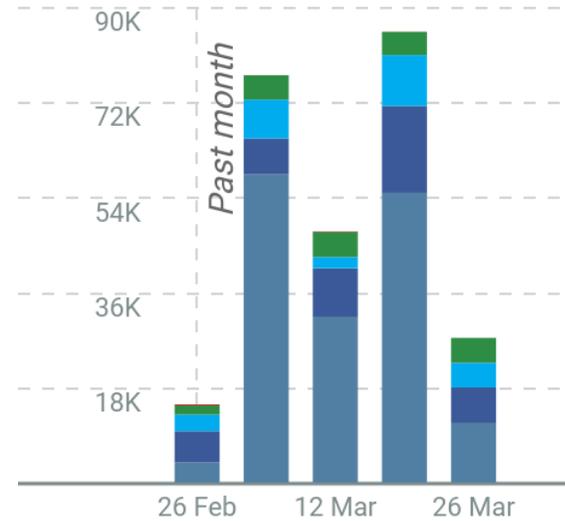
Engagement **15.3M**



- ↑902.9% Instagram
- ↑880% Facebook
- ↑1.3K% Twitter
- ↑2.5K% YouTube
- ↑556.9% Blogs
- ↑2.5K% Forums
- Google+
- LinkedIn

### PEPSICO CHANNELS DRIVING ENGAGEMENT

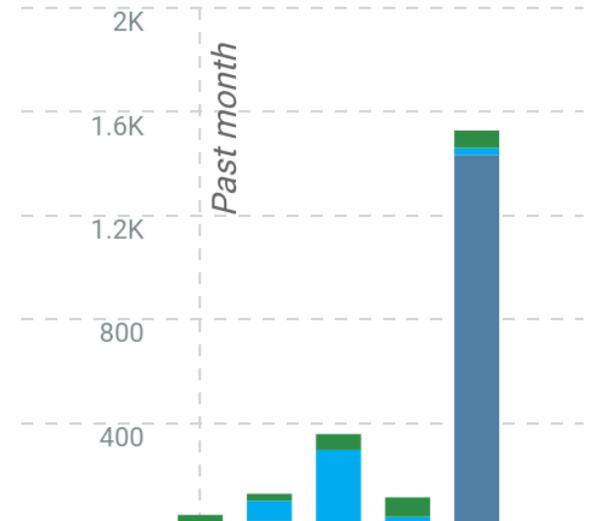
Engagement **252K**



- ↑6.8K% Instagram
- ↑581.6% Facebook
- ↑1.9K% Twitter
- ↑591% Blogs
- ↑1.3K% YouTube
- ↑175% Forums
- Google+
- Pinterest
- LinkedIn

### DR PEPPER SNAPPLE CHANNELS DRIVING ENGAGEMENT

Engagement **2.1K**



- ↑4.6K% Instagram
- ↑2K% Twitter
- ↑1.3K% Blogs
- Facebook
- Pinterest
- LinkedIn
- YouTube
- Google+
- Forums



We're still number one in the big 3 for brand sentiment.

PepsiCo is still recovering from February's 'Chips for Women' crisis.

However, we need to keep an eye on Dr Pepper. By engaging with several online gamers, they've garnered a significant improvement in their net sentiment.

## - Competitor Sentiment -



Net Sentiment	
Coca-Cola	28.64% ↑ 32.3%
Dr Pepper Snapple Group	23.35% ↑ 463.5%
PepsiCo	4.47% ↑ 150.9%



Overall, it's great news. We're still the dominant brand in consumer mentions throughout the world.

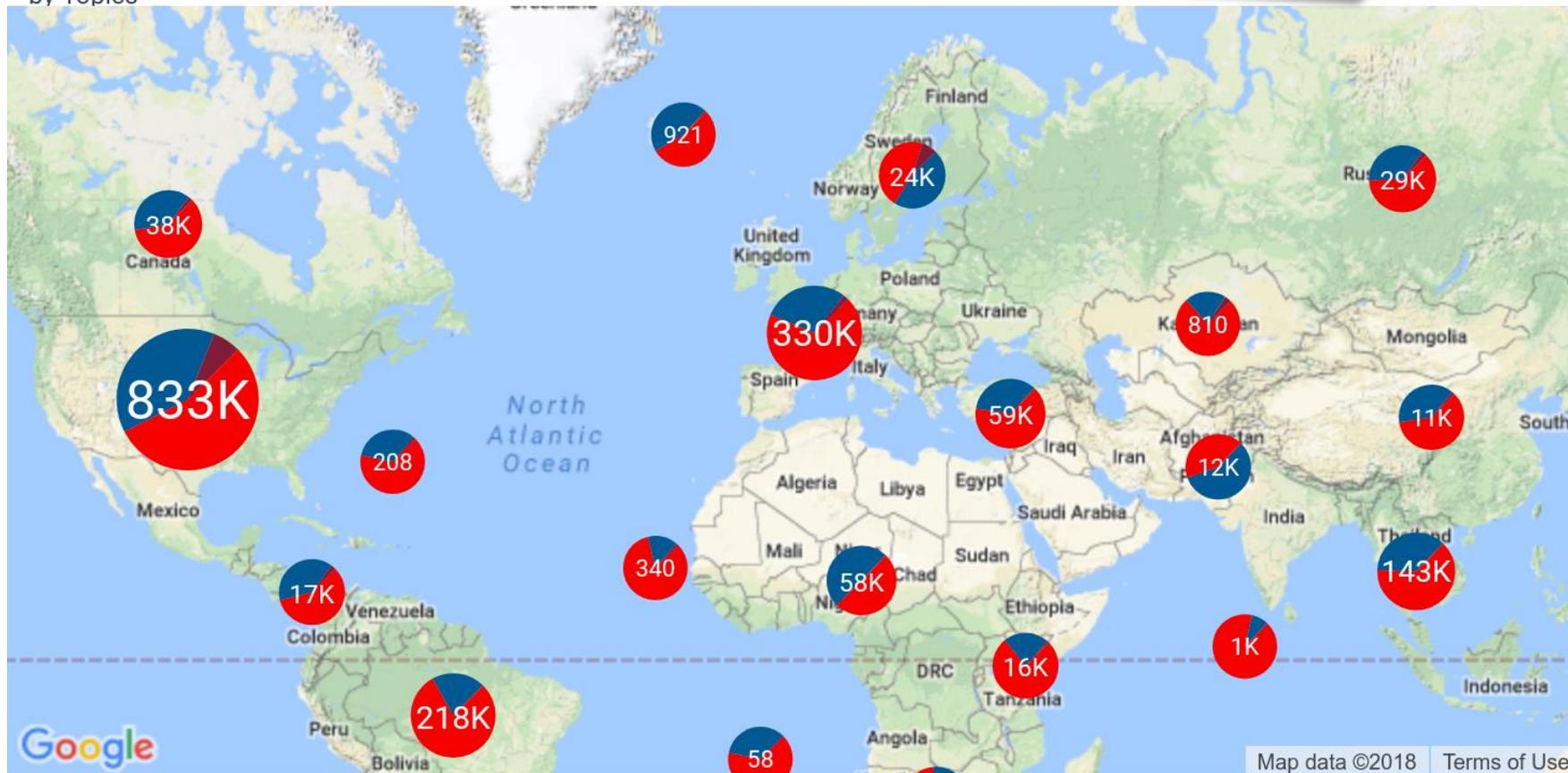
In Q2, we'll be working on our strategy for the Middle East to boost brand dominance there.

## - World Distribution -

If you want to look at a specific region, you can zoom into specific countries or cities before generating your report.

### DISTRIBUTION ON THE WORLD MAP

by Topics



● Coca-Cola Company ● PepsiCo ● Dr Pepper Snapple Group



## - Action Points -

- Liaise with the social media team to ensure the improved posting strategy is shared across all networks.
- Encourage more influencer campaigns to build consumer engagement.
- Strengthen our Spanish marketing efforts to increase engagement from that market.



# talkwalker

Impact starts here.



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