## horizontal line**Organic Social Media Report**

This report focuses solely on organic (unpaid) social media performance, analyzing growth and engagement metrics driven organically.

#### **Structure:**

* **Title Page**:
  + "Organic Social Media Performance Report"
  + Company Name, Date Range, Prepared by
* **Executive Summary**:
  + Overview of organic growth and engagement.
* **Organic Goals Overview**:
  + Goals related specifically to organic reach and engagement.
* **Organic Metrics Summary**:
  + Organic impressions, engagement rates, reach, follower growth.
* **Platform Analysis**:
  + Breakdown of organic performance by platform.
* **Top Organic Content**:
  + Highlight top-performing organic posts or campaigns.
* **Audience Insights**:
  + Analysis of organic audience growth, demographics, and behavior.
* **Organic Strategy Recommendations**:
  + Recommendations to improve organic reach, engagement, and content strategy.
* **Conclusion**:
  + Summary of organic performance and next steps.