



Template: Social Media Analytics Engagement Checklist

Generated: 11/24/2025

Based on Article: "Leveraging Social Media Analytics for Enhanced Content Engagement"

A practical checklist to leverage social media analytics for enhancing content engagement strategies.

Checklist Items:

1. Export Platform Insights

Export analytics data from social media platforms for the last 30–90 days to analyze your channels' performance.

Reference Section: Establishing a Baseline – What You Know About Your Social Performance

2. Pull Content Calendar and Analytics

Collect your content calendar along with post-level analytics to assess what was published and its performance metrics.

Reference Section: Establishing a Baseline – What You Know About Your Social Performance

3. Create a Shared Analytics Sheet

Set up a shared sheet with uniform columns such as post_id, date, impressions, reach, engagements, format, and topic_tag for easy tracking.

Reference Section: Establishing a Baseline – What You Know About Your Social Performance

4. Calculate Baseline Metrics

Use metrics like engagement rate, reach, and Share of Voice to create a baseline that measures your content's effectiveness.

Reference Section: Establishing a Baseline – What You Know About Your Social Performance

5. Tag Content by Topic and Format

Standardize 6–8 topic tags and 3 format labels to categorize historical posts and evaluate their performance effectively.

Reference Section: Establishing a Baseline – What You Know About Your Social Performance

6. Conduct Audience Signal Analysis

Collect audience engagement signals from comments, saves, and shares to evaluate topics and decide on prioritization.

Reference Section: Aligning Analytics with Content Engagement Strategies

7. Score Topics Using Audience Signal Metrics

Normalize audience signals on a 0-100 scale and create a prioritization matrix to rank topics based on their engagement potential.

Reference Section: Aligning Analytics with Content Engagement Strategies

8. Run A/B Format Experiments

Test different content formats and their cadences to determine which resonates best with your audience and yields higher engagement.

Reference Section: Aligning Analytics with Content Engagement Strategies

9. Review and Iterate

Analyze the results from your experiments and update your content strategy based on the findings to continuously improve engagement.

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