



# Template: Social Media Analytics Engagement Checklist

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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.

Reference Section: [Aligning Analytics with Content Engagement Strategies](#)