



Template: Social Media Analytics Engagement Checklist

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

A practical checklist for leveraging social media analytics to enhance content engagement.

Checklist Items:

- ☐ **1. Establish a Performance Baseline**
Quantify your current performance by capturing metrics such as engagement rate, reach, and impressions across all channels for the last 30–90 days.
Reference Section: Establishing a Baseline – What You Know About Your Social Performance
- ☐ **2. Calculate Engagement Rate**
Use the formula $((\text{likes} + \text{comments} + \text{shares}) / \text{impressions}) * 100$ for a consistent approach across channels. Alternatively, calculate audience-based engagement using $((\text{likes} + \text{comments} + \text{shares}) / \text{followers}) * 100$.
Reference Section: Establishing a Baseline – What You Know About Your Social Performance
- ☐ **3. Create a Baseline Content Inventory**
Export your calendar and analytics. Tag each piece of content by topic and format, marking engagement metrics and identifying top performers.
Reference Section: Building a baseline content inventory
- ☐ **4. Analyze Audience Signals**
Review comments, saves, and shares to identify what content resonates with your audience. Extract insights on preferred topics and formats to prioritize in your content strategy.
Reference Section: Aligning Analytics with Content Engagement Strategies
- ☐ **5. Conduct Small-Batch Experiments**
Run controlled variations on underperforming content (such as changes to title, thumbnail, or CTA) to understand what drives engagement.
Reference Section: Actionable next steps to close gaps
- ☐ **6. Implement Topic/Format Matrix**
Develop a 2x2 matrix comparing topics and formats to identify opportunities for low-effort, high-return content.
Reference Section: Actionable next steps to close gaps
- ☐ **7. Automate Content Tracking**
Consider partnering with AI tools to automate the tracking of content performance and predictions to enhance efficiency and effectiveness.
Reference Section: Actionable next steps to close gaps

8. Measure and Optimize Iteratively

Use the insights gathered from your analytics to optimize your content continually. Iterate on successful content and adjust strategies based on performance data.

Reference Section: Measuring Impact – From Analytics to Actionable Improvements