

Episode 11 Worksheet



Measuring Your Progress

This worksheet will help you take action after (or along with) tuning in to Episode 11 of Social Strategy Fundamentals. If you've downloaded the [Fundamentals of Social Media Strategy](#) book, chapter 13 shares more detail about measuring social media.

Part of your social media strategy is determining what success looks like and how you'll measure it. Document your campus marketing metrics and how you'll report your results to stakeholders.

KPI Identification and Reporting Plan

Use our [framework](#) to outline how the metrics you collect align with each category.

Reporting Your Results

Consider these questions as you build the report from your metrics.

Who is getting the report?

What do they need to make their decisions?

When do they need information to make decisions?

What is the actionable insight to highlight? What does it mean?
