Social Media Scorecard

Average Reach

# followers total (across all platforms)		= average following across all platforms
# of active social platforms		
Competitor 1	Competitor 2	Your Brand

In the above field, record the cross platform reach of your competitors and your brand. For example, if your competitor has 3 social channels – 1 with 300 followers; one with 600; one with 100 – the average reach = *333*

Note: This is just an estimate to get a general idea of how you stack up to your competition. There are many other factors such as audience quality, and engagement to consider.
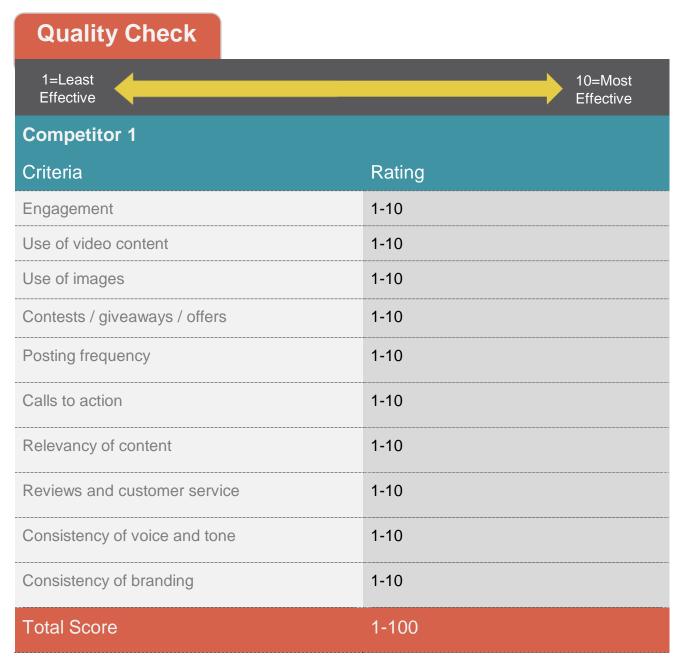
What observations can you make about your reach vs. your major competitors?

What observations can you make about the quality of reach?

Ex: Competitor 1 has a 50% higher reach than my brand and competitor 2, but their engagement is much lower than others in the industry. There is opportunity to create campaigns that engage my audience more effectively.

VERTICAL MEASURES

Quality Check

1=Least Effective	⟵⟶	10=Most Effective

Competitor 1

Criteria	Rating
Engagement	1-10
Use of video content	1-10
Use of images	1-10
Contests / giveaways / offers	1-10
Posting frequency	1-10
Calls to action	1-10
Relevancy of content	1-10
Reviews and customer service	1-10
Consistency of voice and tone	1-10
Consistency of branding	1-10
Total Score	1-100

What is competitor 1 doing well/not well?

Ex: Competitor 1 is using video in posts and seeing high engagement rates. However, their reviews are poor and no one is monitoring for questions.

VERTICAL MEASURES

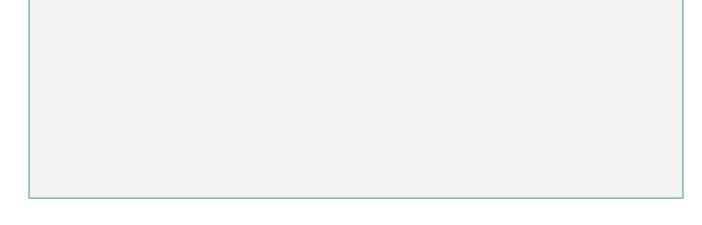| Competitor 2	
Criteria	Rating
Engagement	1-10
Use of video content	1-10
Use of images	1-10
Contests/giveaways/offers	1-10
Posting frequency	1-10
Calls to actions	1-10
Relevancy of content	1-10
Reviews and customer service	1-10
Consistency of voice and tone	1-10
Consistency of branding	1-10
Total Score	1-100

What is competitor 2 doing well/not well?

VERTICAL MEASURES

Your Brand	
Criteria	**Rating**
Engagement	1-10
Use of video content	1-10
Use of images	1-10
Contests / giveaways / offers	1-10
Posting frequency	1-10
Calls to action	1-10
Relevancy of content	1-10
Reviews and customer service	1-10
Consistency of voice and tone	1-10
Consistency of branding	1-10
Total Score	1-100

What is your brand doing well and where does it fall short in comparison to your leading competitors?

VERTICAL MEASURES

Based on your observations, what are the 3 highest priority items you need to work on?

1. ex: Use of imagery in my posts

2. ...

3. ...

What resources do you need to improve each of these things?

I need to improve…	But I need…	Possible solutions…
ex. Use of images	Stock photos, and custom design.	Canva.com, Unsplash.com
ex. Reach of my content	Higher posting frequency	Assigning a staff member to posting, curating content.

VERTICAL MEASURES