

Measuring Social Media Impact Checklist

Print off this checklist and tick off each step as you go through the '[Small Biz Socials: Measuring Success with Minimal Experience](#)' guide on our Talk About Digital Podcast website.

Introduction: Why Measuring Social Media Success Matters

- Understand the importance of tracking your social media efforts
- Recognise how simple measurements can lead to big business growth

Getting Started: Setting Up Simple Social Media Goals

- Define what social media success looks like for your small business
- Identify the key performance indicators (KPIs) that matter most

Tools for the Task: Free and Easy-to-Use Measuring Tools

- Discover no-cost tools to track your social media performance
 - Facebook Insights
 - Instagram Insights
 - Twitter Analytics

- Google Analytics
 - Hootsuite Free Plan
 - Buffer Free Plan
- Set up your chosen tools following the step-by-step guide

Reading the Numbers: Understanding Basic Metrics

- Learn to interpret likes, shares, and comments
 - Identify the significance of likes
 - Understand the value of shares
 - Recognise the importance of comments
- Use follower growth and engagement rates as success indicators
 - Track follower growth over time
 - Calculate and monitor engagement rates

Tracking Progress: Creating a Simple Social Media Report

- Choose a method to record your social media data (e.g., spreadsheet, notebook)
- Identify the metrics you'll track (e.g., followers, likes, comments, engagement rate)
- Set a regular recording schedule (weekly or monthly)
- Input your data consistently and accurately

- Analyse your progress by comparing monthly data
- Summarise key insights from your social media report
- Plan for the next month by setting new goals based on your data

Making Data-Driven Decisions: What to Do with Your Results

- Identify what's working and what's not
 - Review high-performing posts
 - Assess follower growth
 - Evaluate whether you're reaching the right audience
 - Check your engagement rate
 - Determine if your social media goals are being met
- Adjust your strategy based on your findings
 - Double down on successful content
 - Experiment with new ideas
 - Post at optimal times
 - Engage consistently with your audience
 - Refine your targeting strategy
 - Set new goals for continued improvement

Optimising for Success: Improving Your Results Over Time

- Use your data to make informed decisions
 - Identify patterns and trends
 - Test and learn from new strategies
 - Adjust based on audience feedback
 - Set incremental goals based on progress

- Implement quick wins to maximise impact
 - Optimise your social media profiles
 - Leverage user-generated content
 - Engage consistently with your audience
 - Use hashtags strategically
 - Repurpose high-performing content
 - Schedule posts for optimal times

Conclusion: Celebrate Your Success and Plan for the Future

- Review your progress and reflect on achievements
- Assess what's working and identify areas for improvement
- Set new, realistic goals for the future
- Continuously learn and adapt your social media strategy
- Regularly update your content strategy
- Stay consistent in posting and engaging with your audience
- Encourage and utilise audience feedback
- Celebrate milestones and successes



- Plan for long-term growth and align social media goals with business objectives

By using this checklist and following the related guide on the TAD website you will understand how to measure your social media impact which will allow you to make informed business decisions when it comes to your social media strategy. After all, there is no point having a ton of likes and followers if it doesn't help you to build your positive brand awareness and generate new customers. Those customers that you 'want' to do business with.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.