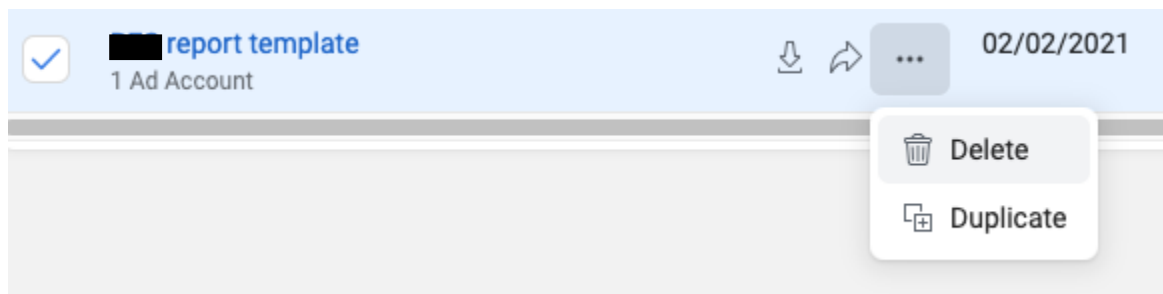


1. fOpen the [Social Analytics & Spend Tracker](#)

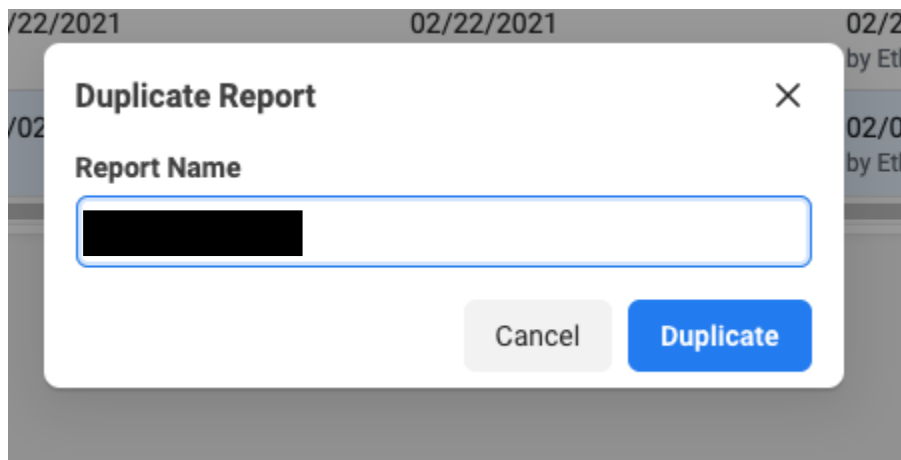
We have an automated reporting for [REDACTED] posts that covers Ads Manager posts. For organic posts, you'll have to dig a bit (more on this later). Right now lets focus on creating the Ads Manager report

Creating the Facebook Ads Report

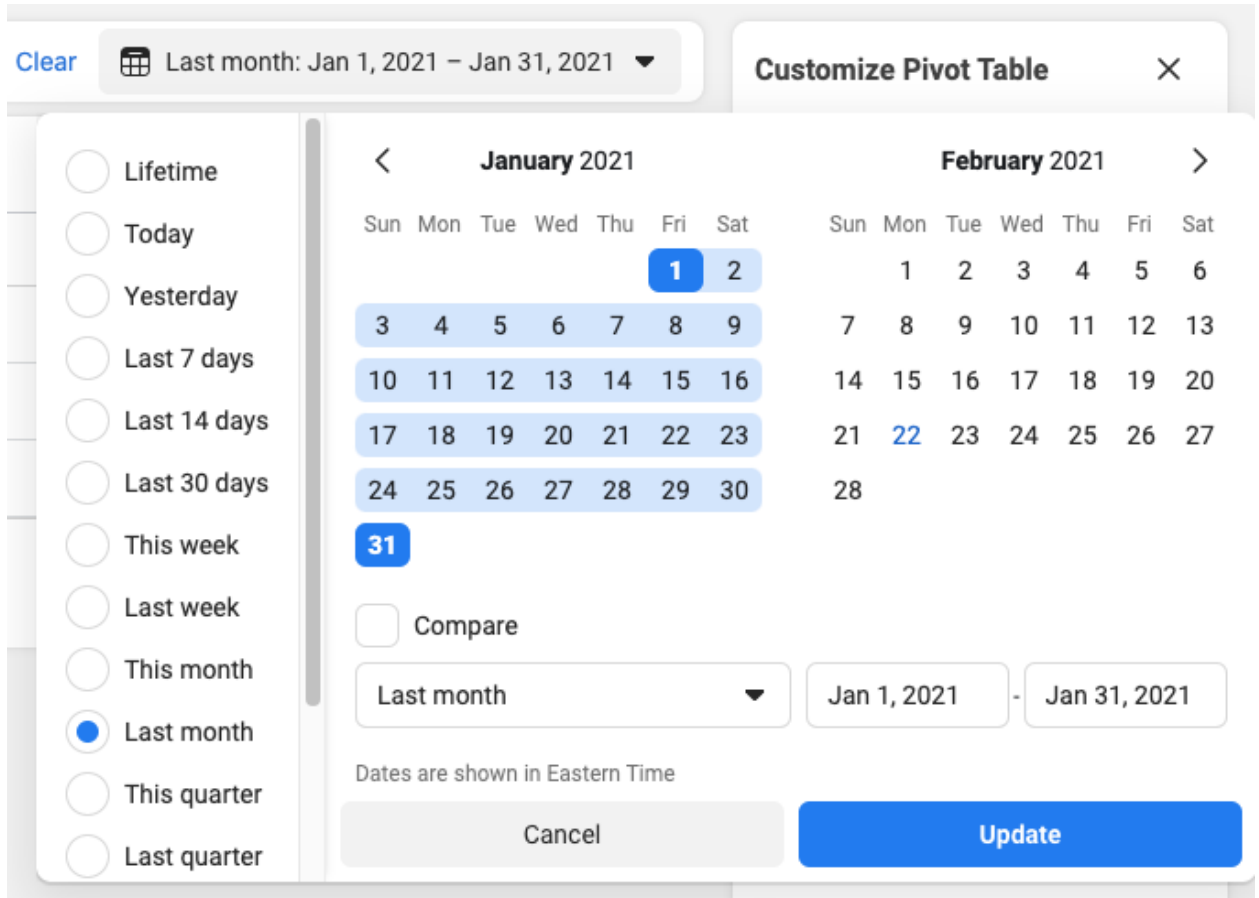
1. Start by visiting [Ads Reportng](#)
2. Find the report named "RES report template". Click on the **ellipsis** (...) and select **Duplicate**.



3. Next type the report name. Use the naming convention **Client Name Month Year**



4. This creates the report. Click on the report name to open it
5. Once opened, change the parameters to the appropriate time frame. Find the selected date in the top right hand corner. When you click on the selected date, a drop down menu will appear. Use the drop down to select the appropriate range like "last month".
6. Click **update**.



7. This creates your report for ads! The template should account for the selected months. Write down all of the totals on a separate sheet of paper.
8. This completes the ad report. You're halfway there!

Finding Organic Facebook Statistics

Organic statistics are not included in the ads report. You will need to find information for non-boosted posts by visiting the Client's [Publisher](#) page.

1. Clicking on each post will give you a brief overview of the People Reached, and Post Clicks.
2. Record this information for each organic post.

3. Add it to your earlier list for the overall numbers for **Reach, Engagements** and **Link Clicks**.

The screenshot displays a Twitter post performance dashboard. On the left, there is a 'Post Preview' section with a blacked-out image and an 'Actions' dropdown menu. Below the preview, a summary bar shows '2,255 People Reached' and '81 Engagements', along with a 'Boost Post' button. On the right, the 'Performance for Your Post' section provides detailed statistics: '2,255 People Reached', '3 Reactions, Comments & Shares', and '78 Post Clicks'. A table breaks down the reactions: 1 Like, 0 Wow, 0 Love, 0 Haha, 0 Sad, and 0 Angry. Another table shows 0 Photo Views, 0 Link Clicks, and 7 Other Clicks. At the bottom right, a 'Negative Feedback' table shows 1 instance of negative feedback.

4. Once it's done, upload these numbers into the [Social Analytics & Spend Tracker](#)
5. You're now done gathering the raw data for the report. Hot dang!

Creating the Twitter Ads Report

Like Facebook, you'll need to record separate numbers for organic vs. boosted posts.

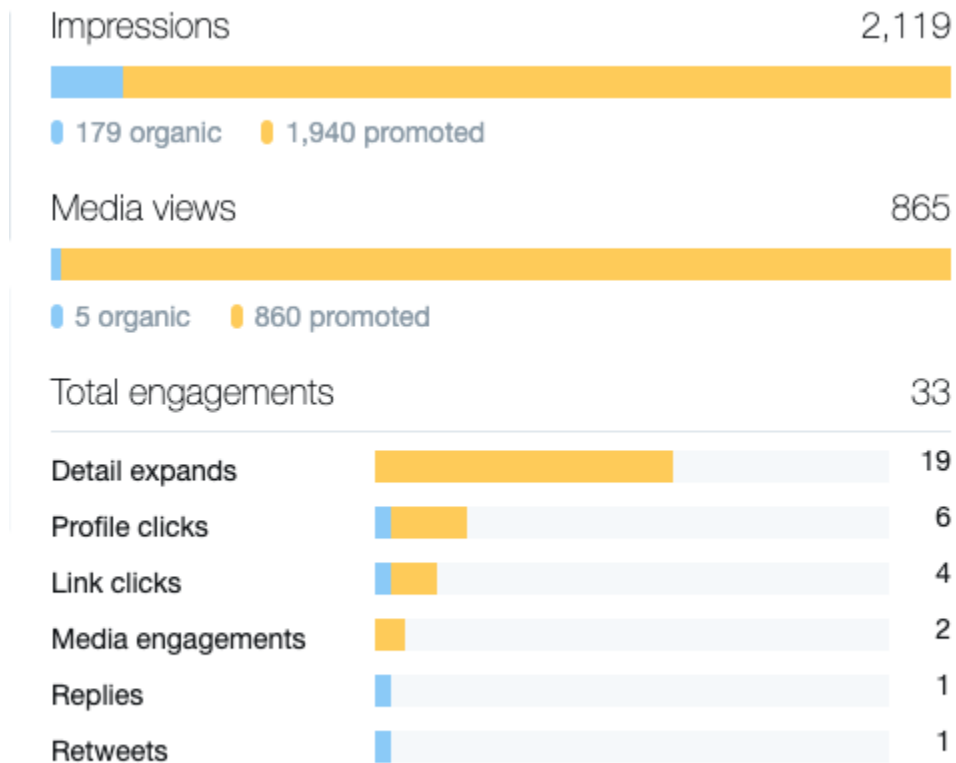
1. Start by visiting the [Twitter Ads Manager](#).
2. Click on Metrics. This opens a menu. Click on Report Template
3. Adjust the time frame by clicking on the "Last Seven Days" button on the top right. This opens a menu where you can select a specific time period.
4. That's it! Record the numbers for each post for . Next you're ready to check the organic reach.

Finding Organic Twitter Statistics

1. Start by finding the appropriate tweet in the [Tweet Activity Analytics](#) page

2. Click view Tweet Activity below the tweet. This will open up a window that shows data sets for **impressions**, **media views**, and **engagements** and link clicks.

Just so you know: most organic posts do not have video and will not have media views.



3. Go through each organic post and add these figures to the total metric count.

Whoa! You're done. Next all you need to do is interpret the data for the client.

Here's an example

April was an interesting month for this client. This month's Facebook engagement was through the roof, with 2,185 total engagements! This is the highest we've had since July 2021, which is exciting.

Interestingly, Twitter engagement was much weaker than usual. Video views were way down and there were only about 47 total engagements. Hopefully, we get better luck on Twitter next month.

Video content continues to perform very well! There were 786 ThruPlays on Facebook, the highest since July 2021. The best performers were the client video #1 and the client video #2 videos.

As we've observed in the past, video content fosters overall engagement and clicks. As we test a variety of "No Body" assets, we are looking forward to seeing how the client will grow next month!