

Social Media Analytics Worksheet for Nonprofits

Step 1: Top-Performing Posts

Top Facebook Posts

Date	Post Type	Topic	Reach	Engagement

Top Instagram Posts

Date	Post Type	Topic	Reach	Engagement

Tip: Look for patterns - do Instagram and Facebook audiences prefer different types of content?

Step 2: Audience Insights

Use Instagram/Facebook Insights to learn about your followers. Fill in what you know:

Top Age Range: _____

Top Locations: _____

Most Active Times: _____

Tip: Use this info to post when your audience is most likely online.

Step 3: Action Plan

Based on what you learned, list 1-2 actions you'll take to improve your social content or timing.

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