**Date of Analysis:**

**Executive Summary:**

Observations and highlights from the findings below.

**Social Networks – Facebook:**

|  |  |
| --- | --- |
|  | **Your Company** |
| Facebook Page URL |  |
| # of Followers |  |
| Engagement |  |
| Post Frequency (past 2 weeks) |  |
| Observations | *Answer all the same questions for yourself here that you are capturing about your competitors below* |

|  |  |
| --- | --- |
|  | **Competitor***Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)* |
| Facebook Page URL |   |
| # of Followers |  |
| Engagement |  |
| Post Frequency (past 2 weeks) |  |
| Observations | *Examples of things to observe/capture** *Is the page complete (including “Our Story” under “About”)?*
* *Do they allow visitors to message them, and do they have a CTA?*
* *Do they respond to visitor comments and reviews?*
* *Do they allow public posts on their page?*
* *Do they use a Messenger bot? How? What is the typical response time?*
* *What type of posts do they publish?*
* *What type of content do they share? Just their own? Other sources? Just products/services or do they help, educate, inform, entertain? Is there a variety?*
* *Photo and video usage (e.g., How often? How do they use the cover image space? What types of videos and photos? Do they live stream?)*
* *Do they make use of albums and playlists?*
* *What integrations do they have with the page?*
* *Do they publish events?*
* *Do they pin a post? Is it stale?*
* *Do they publish the exact same post on Facebook that they do on Twitter, LinkedIn, or another channel?*
 |

*Screen Captures:*

**Social Networks – Twitter:**

|  |  |
| --- | --- |
|  | **Your Company** |
| URL/Handle |  |
| Followers |  |
| Following |  |
| Total Lifetime Tweets |  |
| Retweets by Others |  |
| Listed by Others |  |
| Favorites by Others |  |
| Engagements (2 weeks) |  |
| Post Frequency tweets & retweets (past 2 weeks) |  |
| URL/Link Shortener |  |
| Cover Image |  |
| Observations | * *Answer all the same questions for yourself here that you are capturing about your competitors below*
 |

|  |  |
| --- | --- |
|  | **Competitor***Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)* |
| URL/Handle |  |
| Followers |  |
| Following |  |
| Total Lifetime Tweets |  |
| Retweets by Others |  |
| Listed by Others |  |
| Favorites by Others |  |
| Engagements (2 weeks) |  |
| Post Frequency tweets & retweets (past 2 weeks) |  |
| URL/Link Shortener |  |
| Cover Image |  |
| Observations | *Examples of things to observe/capture** *When did they join, what do they have in their bio and avatar?*
* *Do they retweet others, respond to comments, comment on other posts? (i.e. do they engage with others or just broadcast?)*
* *What are the most frequently used hashtags?*
* *Do they run campaigns?*
* *Who are their top followers, and who are they most engaged with?*
* *What type of tweets do they publish, and what type of content do they share? Just their own? Other sources? Just products/services or do they help, educate, inform, entertain? Is there a variety?*
* *Photo and video usage (e.g., How often? What types of videos and photos? Do they live stream?)*
* *Do they use tweet threads, and do they publish carousel posts?*
* *Do they publish the exact same post on Twitter that they do on Facebook, LinkedIn, or another channel?*
* *Do they pin a tweet? Is it stale?*
 |

*Screen Captures:*

**Social Networks – LinkedIn:**

|  |  |
| --- | --- |
|  | **Your Company** |
| Page URL |  |
| Followers |  |
| Engagement |  |
| Post Frequency (past 2 weeks) |  |
| Groups |  |
| Observations | * *Answer all the same questions for yourself here that you are capturing about your competitors below*
 |

|  |  |
| --- | --- |
|  | **Competitor***Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)* |
| Page URL |  |
| Followers |  |
| Engagement |  |
| Post Frequency (past 2 weeks) |  |
| Groups |  |
| Observations | *Examples of things to observe/capture** *Is the page complete? (e.g. Is About filled out? Do they have a CTA button? Is there a cover image?)*
* *What type of industry do they list?*
* *What are their specialties?*
* *Do they publish events?*
* *Do they have a “Life at” section?*
* *Do they list any Affiliate pages?*
* *Do they respond to visitor comments?*
* *What type of posts do they publish?*
* *What type of content do they share? Just their own? Other sources? Just products/services or do they help, educate, inform, entertain? Is there a variety?*
* *Photo and video usage (e.g., How often? How do they use the cover image space? What types of videos and photos? Do they live stream?)*
* *What are the most frequently used hashtags?*
* *What community hashtags do they list?*
* *Do they publish the exact same post on LinkedIn that they do on Twitter, Facebook, or another channel?*
 |

*Screen Captures:*

**Social Networks – YouTube/Vimeo:**

|  |  |
| --- | --- |
|  | **Your Company** |
| Channel URL |  |
| Subscribers |  |
| Engagement  |  |
| Video Views (lifetime and per-video range) |  |
| Upload Frequency (past 2 weeks) |  |
| Observations | * *Answer all the same questions for yourself here that you are capturing about your competitors below*
 |

|  |  |
| --- | --- |
|  | **Competitor***Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)* |
| Channel URL |  |
| Subscribers |  |
| Engagement  |  |
| Video Views |  |
| Upload Frequency (past 2 weeks) |  |
| Observations | *Examples of things to observe/capture** *Do they have a cover image?*
* *Is the About section complete? (e.g. Is there a description? Do they list their website, other social channels, etc.?)*
* *Do they have a featured/welcome video?*
* *Do they make use of playlists? On what? Do they display any on the landing page?*
* *What types of videos do they upload? Are they varied?*
* *Do they subscribe to other channels?*
 |

*Screen Captures:*

**Social Networks – Instagram:**

|  |  |
| --- | --- |
|  | **Your Company** |
| Instagram Page URL |  |
| # of Followers |  |
| Engagement |  |
| Post Frequency (past 2 weeks) |  |
| Observations | * *Answer all the same questions for yourself here that you are capturing about your competitors below*
 |

|  |  |
| --- | --- |
|  | **Competitor***Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)* |
| Instagram Page URL |  |
| # of Followers |  |
| Engagement |  |
| Post Frequency (past 2 weeks) |  |
| Observations | *Examples of things to observe/capture** *What do they include in their bio?*
* *What do they use for their avatar?*
* *Do they respond to visitor comments?*
* *What type of photos do they share? Is there a variety?*
* *Do they post videos? What types?*
* *Do they make use of Stories?*
* *Do they make use of IGTV? How often? What type of topics?*
* *What are the most frequently used hashtags?*
* *Do they include links to articles in their bio & reference them in the image captions?*
* *What are the captions like?*
* *Do they publish carousel posts?*
 |

*Screen Captures:*

**Social Networks – Yelp:**

|  |  |
| --- | --- |
|  | **Your Company** |
| Yelp Page URL |  |
| # of Reviews |  |
| Average Review |  |
| Reviews in 2020 |  |
| # of Photos |  |
| Observations | * *Answer all the same questions for yourself here that you are capturing about your competitors below*
 |

|  |  |
| --- | --- |
|  | **Competitor***Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)* |
| Yelp Page URL |  |
| # of Followers |  |
| Engagement |  |
| Post Frequency (past 2 weeks) |  |
| # of Photos |  |
| Observations | *Examples of things to observe/capture** *Do they have a profile picture?*
* *Do they make use of the “Request a Quote,” “Check-In Offers,” or “Yelp Deals” options?*
* *How many and what type of services do they list?*
* *Do they respond to community questions?*
* *Is “Meet the Owner/Manager” completed? What does it say?*
* *Do they respond to customer reviews? How well?*
* *Do they have any enhanced page options like CTA button, exclusive deals for customers, improved photo galleries?*
* *How many photos are posted? Who is posting them (customers, the competitor)?*
 |

*Screen Captures:*

**Social Networks – Blog:**

|  |  |
| --- | --- |
|  | **Your Company** |
| Blog URL |  |
| Comments |  |
| Engagement (social shares) |  |
| Upload Frequency (past 2 weeks) |  |
| Observations | * *Answer all the same questions for yourself here that you are capturing about your competitors below*
 |

|  |  |
| --- | --- |
|  | **Competitor***Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)* |
| Blog URL |  |
| Comments |  |
| Engagement (social shares) |  |
| Upload Frequency (past 2 weeks) |  |
| Observations | *Examples of things to observe/capture** *How does it display blog posts?*
* *Is there a featured blog post?*
* *Does it offer search or an email subscription?*
* *Do they include bylines and dates?*
* *What topics do they publish on?*
* *Do they regularly use photos in their blogs? Are there featured images for each blog?*
* *Do they allow commenting and social sharing?*
* *Do they make use of categories or tags? Do they list the categories?*
* *How can visitors navigate to different blog posts?*
* *Do they follow good online writing best practices (no long paragraphs, use of bulleted lists, subheads, images, etc.)?*
* *Is formatting consistent?*
 |

*Screen Captures:*

**Website Specifics:**

|  |  |
| --- | --- |
|  | **Your Company** |
| Site URL |  |
| Social Integration |  |
| Observations | * *Answer all the same questions for yourself here that you are capturing about your competitors below*
 |

|  |  |
| --- | --- |
|  | **Competitor***Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)* |
| Site URL |  |
| Social Integration |  |
| Observations | *Examples of things to observe/capture** *Do they have more than the standard social media icons in the footer of the site?*
* *Is the blog integrated into the navigation and/or listed on the home page?*
* *Is there a social component anywhere on the site, where they embed tweets and/or Facebook, LinkedIn, Instagram, or other posts (on the home page, the blog, a special social section of the site)?*
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*Screen Captures:*