**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)?* |

*Screen Captures:*