

Social Media Manager Evaluation Sheet

Employee Information

Name	<input type="text"/>	Evaluation Date	<input type="text"/>
Reviewer	<input type="text"/>	Period Covered	<input type="text"/>

Performance Criteria

Criteria	Score (1-5)	Comments
Content Planning & Scheduling	<input type="text"/>	<input type="text"/>
Creativity & Quality of Posts	<input type="text"/>	<input type="text"/>
Engagement & Interaction	<input type="text"/>	<input type="text"/>
Analytical Skills/Reporting	<input type="text"/>	<input type="text"/>
Timeliness & Consistency	<input type="text"/>	<input type="text"/>
Platform & Trend Awareness	<input type="text"/>	<input type="text"/>

Strengths

Areas for Improvement

Overall Comments

