

Social Media Communication Impact Assessment

1. Basic Information

Campaign/Initiative Name

Date

Social Media Platforms Used

2. Communication Objectives

Objectives of the Social Media Communication

3. Target Audience

Describe Target Audience

4. Key Messages

List Key Messages Communicated

5. Metrics & Impact

Metric	Value
Reach	<input type="text"/>
Impressions	<input type="text"/>
Engagements	<input type="text"/>
Clicks	<input type="text"/>

Shares/Retweets

Comments/Replies

Followers Gained

6. Key Insights & Learnings

Key Insights

Learnings for Future Communications