



## WHAT TO REPORT ON?

### GROWTH

- Month over month
- End of year

### HIGH PERFORMING

- Each platform
- Visual content that can be repurposed
- "Photo of the Week" (Instagram)

### VALUE/IMPACT

- Total eyeballs
- Impressions

### CAMPAIGNS

- Showcase strategy
- One Cool Thing (Engineering)

### SUMMARY

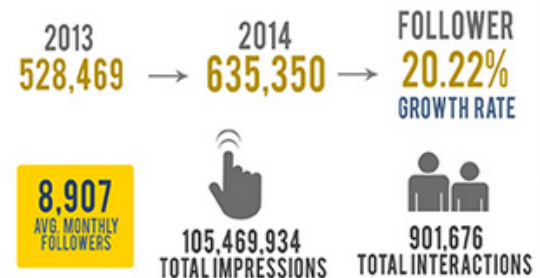
- Monthly recap (Look to the blog)
- Easy to digest for leadership
- Best practices

### VOLUME

- Tracking what you have produced
- Is it enough/Is it too little?



### facebook



### twitter

