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?