

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	<i>Answer all the same questions for yourself here that you are capturing about your competitors below</i>

	Competitor <i>Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)</i>
Facebook Page URL	
# of Followers	
Engagement	
Post Frequency (past 2 weeks)	
Observations	<i>Examples of things to observe/capture</i> <ul style="list-style-type: none"> • 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?

	<ul style="list-style-type: none"> • <i>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?</i> • <i>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?)</i> • <i>Do they make use of albums and playlists?</i> • <i>What integrations do they have with the page?</i> • <i>Do they publish events?</i> • <i>Do they pin a post? Is it stale?</i> • <i>Do they publish the exact same post on Facebook that they do on X, LinkedIn, or another channel?</i>
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Social Networks – X (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	<ul style="list-style-type: none"> Answer all the same questions for yourself here that you are capturing about your competitors below
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	Competitor <i>Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)</i>
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	<i>Examples of things to observe/capture</i> <ul style="list-style-type: none"> 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 X that they do on Facebook, LinkedIn, or another channel?*
- *Do they pin a tweet? Is it stale?*

Social Networks – LinkedIn:

	Your Company
Page URL	
Followers	
Engagement	
Post Frequency (past 2 weeks)	
Groups	
Observations	<ul style="list-style-type: none"> • <i>Answer all the same questions for yourself here that you are capturing about your competitors below</i>

	Competitor <i>Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)</i>
Page URL	
Followers	
Engagement	
Post Frequency (past 2 weeks)	
Groups	
Observations	<p><i>Examples of things to observe/capture</i></p> <ul style="list-style-type: none"> • <i>Is the page complete? (e.g. Is About filled out? Do they have a CTA button? Is there a cover image?)</i> • <i>What type of industry do they list?</i> • <i>What are their specialties?</i> • <i>Do they publish events?</i> • <i>Do they have a "Life at" section?</i> • <i>Do they list any Affiliate pages?</i> • <i>Do they respond to visitor comments?</i> • <i>What type of posts do they publish?</i> • <i>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?</i> • <i>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?)</i> • <i>What are the most frequently used hashtags?</i> • <i>What community hashtags do they list?</i> • <i>Do they publish the exact same post on LinkedIn that they do on X, Facebook, or another channel?</i>

Social Networks – YouTube/Vimeo:

	Your Company
Channel URL	
Subscribers	
Engagement	
Video Views (lifetime and per-video range)	
Upload Frequency (past 2 weeks)	
Observations	<ul style="list-style-type: none"> • Answer all the same questions for yourself here that you are capturing about your competitors below

	Competitor <i>Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)</i>
Channel URL	
Subscribers	
Engagement	
Video Views	
Upload Frequency (past 2 weeks)	
Observations	<i>Examples of things to observe/capture</i> <ul style="list-style-type: none"> • 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?

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Social Networks – Instagram:

	Your Company
Instagram Page URL	
# of Followers	
Engagement	
Post Frequency (past 2 weeks)	
Observations	<ul style="list-style-type: none"> Answer all the same questions for yourself here that you are capturing about your competitors below

	Competitor <i>Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)</i>
Instagram Page URL	
# of Followers	
Engagement	
Post Frequency (past 2 weeks)	
Observations	<i>Examples of things to observe/capture</i>

- 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?

Social Networks – Yelp:

	Your Company
Yelp Page URL	
# of Reviews	
Average Review	
Reviews in 2020	
# of Photos	
Observations	<ul style="list-style-type: none"> • Answer all the same questions for yourself here that you are capturing about your competitors below

	Competitor <i>Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)</i>
Yelp Page URL	
# of Followers	
Engagement	
Post Frequency (past 2 weeks)	
# of Photos	
Observations	<p><i>Examples of things to observe/capture</i></p> <ul style="list-style-type: none"> • <i>Do they have a profile picture?</i> • <i>Do they make use of the "Request a Quote," "Check-In Offers," or "Yelp Deals" options?</i> • <i>How many and what type of services do they list?</i> • <i>Do they respond to community questions?</i> • <i>Is "Meet the Owner/Manager" completed? What does it say?</i> • <i>Do they respond to customer reviews? How well?</i> • <i>Do they have any enhanced page options like CTA button, exclusive deals for customers, improved photo galleries?</i> • <i>How many photos are posted? Who is posting them (customers, the competitor)?</i>

Social Networks – Blog:

	Your Company
Blog URL	
Comments	
Engagement (social shares)	
Upload Frequency (past 2 weeks)	
Observations	<ul style="list-style-type: none"> 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	<p>Examples of things to observe/capture</p> <ul style="list-style-type: none"> 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?

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Website Specifics:

	Your Company
Site URL	
Social Integration	
Observations	<ul style="list-style-type: none"> Answer all the same questions for yourself here that you are capturing about your competitors below

	Competitor <i>Replicate this table for each competitor your analyzing (i.e., if looking at 3 competitors, create three copies of this table)</i>
Site URL	
Social Integration	
Observations	<i>Examples of things to observe/capture</i> <ul style="list-style-type: none"> 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)?*