

**MONTHLY PERFORMANCE REFLECTION**

**REFLECTION PERIOD:** \_\_\_\_\_ **PROJECT MANAGER:** \_\_\_\_\_

**PLATFORM**

**WHAT WORKED**  
best performing content

**REACH + GROWTH**  
check platform insights

**COMMUNITY ENGAGEMENT**  
comments, shares, likes

**TIME + EFFORT SPENT**  
creating, scheduling, engaging



PLATFORM	WHAT WORKED	REACH + GROWTH	COMMUNITY ENGAGEMENT	TIME + EFFORT SPENT
	best performing content	check platform insights	comments, shares, likes	creating, scheduling, engaging
FACEBOOK	<ul style="list-style-type: none"> <li>• VIDEOS!</li> <li>• UGC SHARE</li> <li>• NATIONAL PIZZA DAY</li> </ul>	<ul style="list-style-type: none"> <li>• REACHED AGES 44-55</li> <li>• 9 PM BEST TIME!</li> <li>• 13 NEW LIKES</li> </ul>	<ul style="list-style-type: none"> <li>• 4 SHARES ON VIDEOS</li> <li>• LOTS OF COMMENTS ON PIZZA DAY POST</li> <li>• MOST LOVED IMAGE = THE OFFICE DOG!</li> </ul>	<ul style="list-style-type: none"> <li>• CREATING 4 HOURS</li> <li>• SCHEDULING 1.5 HOURS</li> <li>• COMMENTING 3 HOURS</li> </ul>
INSTAGRAM	<ul style="list-style-type: none"> <li>• STORIES</li> <li>• EVENT COVERAGE</li> <li>• INTRODUCTION OF NEWEST TEAM MEMBER</li> </ul>	<ul style="list-style-type: none"> <li>• HASHTAGS 10,000-50,000</li> <li>• LOTS OF DMS</li> <li>• GOT TAGGED 5 TIMES BY BRAND AMBASSADORS</li> </ul>	<ul style="list-style-type: none"> <li>• MANY COMMENTS ON THE NEW TEAM MEMBER INTRO</li> <li>• LOTS OF LOVE FOR OUR OFFICE DOG PICTURES!</li> </ul>	<ul style="list-style-type: none"> <li>• CREATING 5 HOURS</li> <li>• SCHEDULING 2 HOURS</li> <li>• COMMENTING 2 HOURS</li> </ul>
YOUTUBE	<ul style="list-style-type: none"> <li>• 2 NEW VLOGS</li> </ul>	<ul style="list-style-type: none"> <li>• 24 NEW SUBSCRIBERS</li> </ul>	<ul style="list-style-type: none"> <li>• 203 COMMENTS, SOME NEGATIVE, ON THE VLOG ABOUT APPLE-PICKING</li> </ul>	<ul style="list-style-type: none"> <li>• CREATING 1.5 HOURS</li> <li>• SCHEDULING 20 MINUTES</li> <li>• COMMENTING 30 MINUTES</li> </ul>

