KEY PERFORMING INDICATORS (KPIs) USED FOR ASSESSMENT

F

KPI: ENGAGED USERS
Secondary: TOTAL REACH

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KPI: RETWEETS
Secondary: REPLIES | LIKES

-----------------------------

KPI: LIKES
Secondary: COMMENTS

-----------------------------

KPI: TOTAL VIEWS
Secondary: AVERAGE VIEW DURATION

-----------------------------

ARTICLES:
KPI: Pageviews

-----------------------------

MICROSITE
KPI: Visits
Secondary: Pageviews

-----------------------------

KPI: CTR (Click-through rate)
Secondary: Pageviews

Template for Monthly Report Follows
## Performance of U.S. Army Digital Media Platforms

### Social Media Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Posts (xx last month)</th>
<th>Avg. # of People Reached by Each Post (xxxk last month)</th>
<th>Avg. # of People Who Liked, Shared &amp; Commented on All Posts (xx.xk last month)</th>
<th>Tweets (xxx last month)</th>
<th>Avg. Retweets for Each Tweet for the Month (xxx last month)</th>
<th>Avg. Replies for Each Tweet for the Month (xx last month)</th>
<th>Avg. Likes for Each Tweet for the Month (xxx last month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>X.XM</td>
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</tbody>
</table>

### Army.mil

- X.XM
  - Visits* to Army.mil generated for the month
  - Pageviews for the month

### Engagement Rate*

- X.X% Engagement Rate
  - (1.6% is the Twitter Average)
  - Source: M+R 2016 SM Benchmark Report

### Videos Uploaded

- XXX Videos Uploaded (xx last month)

### Videos Duration

- X.X Min X.X Sec Avg. View Duration for all videos on the channel this month (xxk last month)

### Articles Posted to Homepage

- Xxx Articles Posted to Homepage (+xx this month)
  - Xxx Packages Released in Core (+xx this month)

### Focus Topics

- X.X% Avg. Click-Through Rate* (Subscribers who clicked email link)
  - Avg. Gov’t CTR 3.62%

### Total Pageviews

- XX Total Pageviews for all Stand-To! this month

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*Switched from Likes to Followers

**Overall Assessment**

+/- xxk 3-Month Avg.
## Top Content Performance

<table>
<thead>
<tr>
<th>POST</th>
<th>TWEET</th>
<th>INSTAGRAM POST</th>
</tr>
</thead>
</table>
| **XX.Xk ENGAGED USERS**  
(XX.xk last MONTH)  
**X.XM TOTAL REACH**  
(XX.xk last MONTH) | **X.Xk RETWEETS**  
(X.Xk MTH)  
**xxx REPLIES**  
(xx MTH)  
**xxx.xxx IMPRESSIONS**  
(XX MTH) | **XX.Xk LIKES**  
(XX.Xk MTH)  
**xxx COMMENTS**  
(XX.Xk MTH) |

<table>
<thead>
<tr>
<th>POST DESCRIPTION</th>
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</tr>
</thead>
</table>

**ASSESSMENT:** This is a brief analysis of the top post performance.

<table>
<thead>
<tr>
<th>VIDEO TITLE</th>
<th>ARTICLE TITLE</th>
<th>FOCUS TOPIC TITLE</th>
</tr>
</thead>
</table>
| **XXk VIEWS**  
(XX.Xk last MONTH)  
**01:20 AVG VIEW DURATION** | **XX.Xk PAGEVIEWS**  
(X.Xk MTH) | **x.xx% CTR**  
(x.xx% MTH)  
**X.Xk PAGEVIEWS**  
(x.xk MTH) |

<table>
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<tr>
<th>POST DESCRIPTION</th>
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</tr>
</thead>
</table>

**ASSESSMENT:** This is a brief analysis of the top post performance.

**STAND TO!**

**FOCUS TOPIC TITLE**

**x.xx% CTR**  
(x.xx% MTH)  
**X.Xk PAGEVIEWS**  
(x.xk MTH)

**COORDINATED WITH:**

NAME OF TWO STAR COMMAND

**PUBLISHED:** DD MTH YYYY