

SOCIAL MEDIA REPORT CARD

How are your posts performing?

Social media is one of the best ways we can reach our target audience. Over the last few years, platforms like Facebook and Twitter have changed their algorithms to show users content that is relevant to them.

What does that mean for you? If your agency isn't posting frequently, your important messages about the programs and services you offer could get lost in the shuffle.

This **Social Media Report Card** will help you identify the kind of content you post, how often you're posting it, and if it's getting a lot of engagement—a.k.a. likes, comments, and shares.

Once you know what your audiences likes most, you can post content that is relevant to them and increase your chances of it being seen by your followers.

GRADE YOURSELF!

Platform _____
Current Followers _____
Total Posts _____
Grading Period _____

CATEGORY	POSTS (#)	ENGAGEMENT	ENGAGEMENT PER POST
Housing Counseling	_____	_____	_____
Pre-Purchase	_____	_____	_____
Foreclosure Prev.	_____	_____	_____
Rental Assistance	_____	_____	_____
Workshops/Events	_____	_____	_____

Take a look at the results. Do they surprise you? Are you promoting the right things? Is your audience engaging with what you want them to engage with?

If you answered "No," to the last two questions, you may need some additional assistance. But don't worry—Housing Action Illinois can help you out!

Head over to the [Mar/Com Academy Help Page](#) to submit a request for help. We'll work with your housing counseling agency to do a thorough audit of your social media platforms and identify easy ways you can improve your strategy and make sure your posts are reaching the members of your community who need your help most.