

7 reasons account managers fail at social media reporting

Social media reports are an essential part of an account manager's job. But instead of showcasing value to their clients, many account managers still send reports that are impractical, outdated, and uninspired.

Keep reading to find out how you can succeed where others fail!

1. They don't aggregate social media metrics

Do you publish social media posts for your clients? If so, you should be reporting on these metrics in aggregate, and grouped by related posts. Think about every time you optimize an image for a different platform, or modify the text of a post (to make it shorter, change its tone, etc). Posts that are related should be reported on in aggregate, in addition to on their own. By aggregating social media metrics for related groups of posts, clients can better determine the success and ROI of their marketing campaigns.

2. They don't send responsive social media reports

Some account managers still think it's OK to send social media reports in non-responsive formats, like PDF. When clients check emails on their phones, these non-responsive reports become unreadable and just end up irritating them instead of exciting and delighting them. Account managers need to send beautiful, mobile-friendly and responsive social media reports to their clients.

3. They don't provide up-to-date social media analytics

Results from social media marketing campaigns change with each passing

second, so it doesn't make sense that some account managers still provide "dead" reports to clients. Clients these days want access to up-to-date social media analytics that always show the most recent data available for their campaigns.

4. They don't automate their social media reports

One of the best ways to nurture positive relationships with clients is to maintain ongoing, proactive communication. However, some account managers think that missing deadlines or providing occasional reports is somehow acceptable. It is not. Successful account managers know how to schedule and automate recurring, personalized social media reports for each of their clients.

5. They think doing social media reports takes time

Some account managers think spending hours on social media reports every week is just part of the job. Those poor unfortunate souls! Social media reports don't have to be so painful and time consuming. Successful account managers know that it only takes a few minutes to access and aggregate stats from all social networks for their content. They have the tools and the knowledge to do so quickly and easily.

6. They don't let clients connect their own social media accounts

To report on social media content, some account managers still ask clients to add them to their social media business and ad accounts, or even worse, they ask them for their passwords! Not all clients have the knowledge, time or patience to configure their accounts like this. Successful account managers therefore let their clients connect their own social media accounts to their agency's social media analytics platform.

7. Their social media reports look terrible

Reports that look anything less than fantastic undermine your credibility. Successful account managers provide great-looking reports that excite and delight anyone who reads them, and are easy to create.

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