Social Media Manager Briefing Template: Weekly Signal Log

Prepared by: _____ Week ending: ____ Submitted to: _____

This log turns everyday audience observations into structured input for your team. Complete it weekly and share before planning. If Section 6 is checked Yes, do not wait for the weekly cadence. Use your team's urgent-response process immediately.

Section 1: Recurring Audience Questions and Objections

Record questions or objections that appeared more than once this week across DMs and comment threads. Note the platform for each entry. Three to five entries is the target range.

Entry 1

- **Platform: _____**
- **Question or objection (verbatim or paraphrased):**

- **Number of times seen this week: _____**
- **Content or context it appeared under: _____**
- **Implication (messaging gap, product gap, pricing confusion, other): _____**

Entry 2

- **Platform: _____**
- **Question or objection (verbatim or paraphrased):**

- **Number of times seen this week: _____**
- **Content or context it appeared under: _____**

- **Implication: _____**

Entry 3

- **Platform: _____**
- **Question or objection (verbatim or paraphrased):**

- **Number of times seen this week: _____**
- **Content or context it appeared under: _____**
- **Implication: _____**

Entry 4 (optional)

- **Platform: _____**
- **Question or objection (verbatim or paraphrased):**

- **Number of times seen this week: _____**
- **Content or context it appeared under: _____**
- **Implication: _____**

Entry 5 (optional)

- **Platform: _____**
- **Question or objection (verbatim or paraphrased):**

- **Number of times seen this week: _____**
- **Content or context it appeared under: _____**
- **Implication: _____**

Section 2: Sentiment Observations

Describe noticeable shifts in audience tone this week. Note associated posts or events, representative examples, and other possible explanations. If there was no clear shift, note that too. Treat any proposed cause as a hypothesis.

Overall tone this week compared to last week:

- [ ] Noticeably more positive
- [ ] Noticeably more negative
- [ ] Mixed: positive spike on one topic, negative on another
- [ ] No significant shift

Observation 1

- **Tone direction: _____**
- **Which platform(s): _____**
- **Associated content or event: _____**
- **Your interpretation and supporting context (e.g., irony, a running joke, or a possible complaint):**

Observation 2 (if applicable)

- **Tone direction: _____**
- **Which platform(s): _____**
- **Associated content or event: _____**
- **Your interpretation and supporting context:**

> *Note for reviewers: Tools can analyze sentiment and context, but sarcasm and ambiguity can still cause errors. Check important labels against the conversation and other evidence. Human interpretations can also be wrong; record uncertainty and validate proposed causes.*

Section 3: Over- and Under-Performing Content

Record posts that exceeded or missed expectations, with context and possible causes. Check against reach, distribution, audience, and content differences before concluding.

Post Identifier (URL, caption snippet, or internal name)	Platform	Expected Performance	Actual Performance	Over or Under	Possible Contextual Explanation

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Additional notes on any entry above:

Section 4: Competitor and External Chatter

Record any organic comparisons to competitors, external brand references, or third-party content that surfaced in your comment threads or mentions this week. Do not include paid placements or brand partnerships: only unprompted audience-generated references.

Entry 1

- **Competitor or external brand mentioned: _____**
- **Platform and context: _____**
- **What the audience was comparing or referencing: _____**
- **Sentiment toward the competitor in that thread: _____**
- **Any implication for positioning or messaging: _____**

Entry 2 (if applicable)

- **Competitor or external brand mentioned: _____**
- **Platform and context: _____**
- **What the audience was comparing or referencing: _____**
- **Sentiment toward the competitor in that thread: _____**
- **Any implication for positioning or messaging: _____**

Entry 3 (if applicable)

- **Competitor or external brand mentioned: _____**
- **Platform and context: _____**
- **What the audience was comparing or referencing: _____**
- **Sentiment toward the competitor in that thread: _____**
- **Any implication for positioning or messaging: _____**

If no competitor or external chatter appeared this week, note that here:

Section 5: Early Signals Not Yet at Support Volume

This section is for things you saw only once or twice: too early to call a pattern, but notable enough to track. Complaints, questions, or topics appearing for the first time belong here. The goal is to catch the signal before it compounds.

Signal 1

- **What you saw (topic, question, or complaint): _____**
- **Platform and where it appeared: _____**
- **How many times this week: _____**
- **Why you flagged it even at low volume: _____**

Signal 2 (if applicable)

- **What you saw: _____**
- **Platform and where it appeared: _____**
- **How many times this week: _____**
- **Why you flagged it even at low volume: _____**

Signal 3 (if applicable)

- **What you saw: _____**
- **Platform and where it appeared: _____**
- **How many times this week: _____**
- **Why you flagged it even at low volume: _____**

Section 6: Escalation Flag

Does anything in this week's log require leadership attention before the next scheduled meeting?

- [ ] **Yes, escalate now**
- [ ] **No, log noted, no immediate action required**

If Yes, one-line summary of what requires immediate attention:

Which section it appears in: _____

Preferred escalation path: _____

> *If Yes, use the agreed urgent-response process immediately. Do not wait for the weekly meeting. Route safety concerns, threats, suspected fraud, or exposed personal information through the appropriate escalation channel.*

How to Use This Log

Frequency: Complete once per week. The goal is one consistent rhythm, not a real-time reporting burden.

Format: Use as a printable reference or copy the prompts into an access-controlled shared document. This PDF does not contain fillable fields.

Distribution: Share relevant findings with the teams who can act. Use anonymized summaries and restrict access to private messages and customer details. Assign an owner, next action, and follow-up date to issues that need a decision.

What this log is not: A complete view of the market or proof of what caused a result. Tools can support collection and analysis at scale. Use this log to record context, possible explanations, evidence, and decisions alongside other research.

Quick Reference: What Goes Where

Signal Type	Section
Same question arrived in DMs multiple times	Section 1
Comment threads shifted in tone after a post	Section 2
Video got 3x the usual saves; cause needs checking	Section 3
Audience compared you to a competitor unprompted	Section 4
Complaint you saw once but it felt like a first warning	Section 5
Anything that can't wait until Monday	Section 6

Template produced by Sociallyin. Reproduce and adapt for internal use.

Reference: Sprout Social, How does Sprout determine sentiment?

Reviewed 23 October 2026.