

Social Media Manager Briefing

Template: Weekly Signal Log

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

This log converts what you already observe every day into structured input your team can actually use. Complete each section by end of day Friday. Share with your manager before Monday planning. If Section 6 is checked Yes, do not wait for the weekly cadence. Flag it immediately via Slack or email.

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):

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

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Entry 2

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

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- 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:** _____
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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 any noticeable shifts in audience tone this week: positive spikes, negative spikes, or a general mood change. Include what triggered them. If tone was flat and unremarkable, note that too.

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
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Observation 1

- **Tone direction:** _____
 - **Which platform(s):** _____
 - **Content or event that triggered it:** _____
 - **Your read on whether this is genuine or community noise (e.g., irony, running joke, coordinated):** _____
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Observation 2 (if applicable)

- **Tone direction:** _____
 - **Which platform(s):** _____
 - **Content or event that triggered it:** _____
 - **Your read on whether this is genuine or community noise:** _____
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Note for reviewers: Sentiment tool reports flag volume and polarity. They do not distinguish sarcasm, community in-jokes, or irony from real complaints. The notes in this section are the human validation layer. Do not override them with a tool output alone.

Section 3: Over- and Under-Performing Content

List posts that meaningfully exceeded or missed expected performance. Include your contextual read on why: not just the number, but the reason behind it.

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

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:** _____
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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:** _____
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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:** _____
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Section 6: Escalation Flag

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

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- ☐ **Yes, escalate now**
 - ☐ **No, log noted, no immediate action required**
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If Yes, one-line summary of what requires immediate attention:

Which section it appears in: _____

Preferred escalation path: _____

If this box is checked Yes, do not wait for the weekly planning meeting. Flag it via Slack or email immediately. The weekly log is for intelligence that can pace to a Monday conversation. Escalation items cannot.

How to Use This Log

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

Format: Fill in as a shared document, not a form to print and file. Whoever needs it should be able to open a link, not track down an attachment.

Distribution: Share with your manager before Monday planning. If your organization has product, sales, or support teams who benefit from frontline audience signal, consider adding them to the distribution list for Sections 1, 4, and 5 specifically.

What this log is not: A replacement for your monitoring tools. Platform tools handle keyword tracking at scale and index mention volume. This log captures the interpretive layer: the context, the cause, the human read that sits behind the number.

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 and you know why	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

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