

Search-Driven Social ROI: Executive Reporting Template

Sociallyin – Executive Reporting Series

Brand or property name Reporting period Prepared by Date

_____ . _____ . _____ . _____

1 – Property Summary (Google surfaces only)

Table 1 · 1 – Property Summary (Google surfaces only)

Platform	Impressions	Clicks	Avg CTR	Avg position

Repeat row for each: Instagram, TikTok, X, YouTube.

METRIC DEFINITIONS

Impressions: seen on Google. Clicks: link selected. CTR: clicks ÷ impressions. Avg position: mean rank.

2 – Top Posts by Google Clicks

Table 2 · 2 – Top Posts by Google Clicks

Post URL/title	Platform	Impressions	Clicks	CTR	Query theme

Repeat row for top 5 posts.

3 – Top Search Query Themes

Table 3 · 3 – Top Search Query Themes

Cluster name	Representative queries	Posts triggered	Implied intent

Repeat row per cluster.

4 – Quietly High-Performing Posts

High Google impressions, low native engagement: hidden demand.

Table 4 · 4 – Quietly High-Performing Posts

Post URL/title	Google impressions	Native metric	Gap note

Repeat for more posts.

ILLUSTRATIVE EXAMPLE

Meridian Home Goods (fictional): TikTok clip, 90,000 impressions, 4,000 likes, 6% CTR — reached non-followers via search.

5 – Leadership Narrative

Demand signal narrative (all properties)
Search data summary: _____

First content decision
Recommendation 1: _____

Second content decision
Recommendation 2: _____

Focus and success criteria
Next period we will measure: _____

DATA BOUNDARIES

Google-surface data only; combine with native analytics. No backfill pre-verification. Clicks ≠ conversions.