

YOUTUBE REPORTING REVIEW CHECKLIST

Sociallyin | Updated October 2026 | Companion to the reporting guide

BEFORE YOUR NEXT REPORT

Use this checklist to compare equivalent periods, audit your metrics and explain counting changes without overstating performance.

DONE	REPORTING CHECK	WHAT TO VERIFY
☐	Save your comparison exports	Export the same available metrics for both periods. Record the date range, filters, time zone and export date.
☐	Match the reporting conditions	Use comparable video cohorts, formats and traffic sources. Account for video age, upload schedules and paid promotion.
☐	Mark counting-method changes	Add a methodology note in your dashboard or report notes where supported. Do not assume historical totals were recalculated.
☐	Keep viewing measures separate	Report public views, engaged views where available, and watch time in separate columns. A view count is not unique reach.
☐	Check what changed in performance	Review viewing depth and audience mix alongside views. A higher public counter alone does not prove stronger performance.
☐	Audit paid-view formulas	Use the relevant Google Ads paid-view fields for CPV and view rate. Do not substitute the public view count.
☐	Check monetization in Studio	Use YouTube Studio's Earn tab for eligibility progress. Do not infer eligibility or earnings from public views alone.
☐	Separate conversion attribution	Keep engaged-view conversions distinct from engaged views. Record the conversion window and reporting source.
☐	Explain the change to stakeholders	Say public views may increase after a counting change. Use verified channel figures; do not promise a fixed uplift.
☐	Connect reporting to outcomes	Include a relevant business result from analytics or CRM data. Keep it separate from exposure and viewing-depth metrics.

Final check: disclose comparison limits. Keep public views, engaged views, paid views and conversion attribution separate.