

Please return this report within the 1st week of each month (reporting on the month prior)

Return to: socialmedia@federation.edu.au

Report Details

Reporting area		Description
Faculty / Dept.		Please provide details for the person responsible / the account owner
Contact person		
Date Range		Description
From		Please report on the previous month's activities and submit to socialmedia@federation.edu.au in the first week of each month.
To		

Platform Details

Social media type		Description
Platform		Please complete a separate form for each account you manage, with the exception of Twitter. Platform (e.g. Facebook, Instagram) Type (e.g. Closed Group, Public Group, Page)
Account Type		
Account Name		
URL Link		

Audience for this account

Target Audience(s)	Tick	Add further details (optional)	
Current Students			
Prospective Students			
Alumni			
International			
Industry partners			
Other (please specify)		Other:	

Monthly data

Data type	Number	Add further details (optional)
Total Audience (Followers or Members)		
Number of inbound Direct Messages (from target audience)		
Number of posts (from your account to your audience)		
Average actions per post (e.g. Likes, Shares, Comments)		