

Metric	Your Business	Competitor 1	Competitor 2	Competitor 3
Follower Count				
Follower Growth Rate				
Engagement Rate				
Reach				
Conversion Rate				
Customer Retention Rate				
Brand Awareness				

<b>Share of Voice</b>				
<b>Brand Sentiment</b>				
<b>Content Performance</b>				
<b>Top Performing Content</b>				
<b>Social Media Traffic</b>				
<b>Click-Through Rate</b>				
<b>Impressions</b>				
<b>Cost Per Click (CPC)</b>				

<b>Video Views</b>				
<b>Average Engagement Time</b>				
<b>Referral Traffic</b>				
<b>Social Media Mentions</b>				
<b>Customer Service Response Time</b>				