

**PROMPT WO-065**

Analyse Social Media Performance

Purpose

Use this prompt to review social media performance data, identify what is working, understand audience behaviour, and discover opportunities for improvement. It helps turn social media statistics into practical actions that improve future content performance.

DIFFICULTY **Intermediate****TIME SAVED** **30–60 min****BEST FOR****Social Analytics**

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced Social Media Analytics Specialist.

Analyse social media performance using the information below.

Brand or Business:

[Insert brand name]

Platform:

[TikTok, Instagram, LinkedIn, Facebook, YouTube, etc.]

Reporting Period:

[Insert timeframe]

Performance Data:

[Paste analytics data]

Metrics Available:

[Follower growth, views, reach, engagement, clicks, conversions, etc.]



Business Goals:
[Brand awareness, leads, sales, community growth, engagement]

Top Performing Content:
[List highest-performing posts]

Low Performing Content:
[List lowest-performing posts]

Please:

- Analyse overall social media performance.
- Identify key trends and patterns.
- Highlight the best-performing content and explain why it worked.
- Identify areas requiring improvement.
- Analyse audience engagement.
- Recommend content improvements.
- Suggest future content ideas based on the data.
- Recommend actions to improve results.
- Create a clear summary suitable for business review.

Return only the completed social media performance analysis.



Example

INPUT

Platform: TikTok

Reporting Period: Last 30 days

Metrics:

- Followers increased by 450
- Average views increased by 35%
- Educational videos performed best
- Sales posts had lower engagement

EXPECTED OUTPUT

Social Media Performance Analysis

Executive Summary



Social media performance has shown positive growth during the reporting period, with increased reach, follower growth, and stronger engagement on educational content.

Key Findings

Audience Growth

Followers increased by 450, showing that the current content strategy is successfully attracting new audiences.

Recommendation: Continue creating content focused on audience education and value.

Top Performing Content

Educational videos achieved the highest engagement.

Successful themes included:

- Practical tips
- How-to content
- Problem-solving content

Why it worked: The content addressed audience needs and provided immediate value.

Lower Performing Content

Promotional posts received lower engagement.

Possible reasons:

- Audience may need more trust-building content before purchasing.
- Promotional messages may need stronger storytelling.
- Benefits should be clearer.

RECOMMENDATIONS

Continue

- ✓ Educational content
- ✓ Audience questions
- ✓ Behind-the-scenes content
- ✓ Practical tips

Improve

- ◆ Make promotional content more value-led.
- ◆ Use stronger opening hooks.
- ◆ Include clearer calls to action.
- ◆ Test different formats.

FUTURE CONTENT OPPORTUNITIES



Based on performance:

1. Create more beginner guides.
2. Answer common audience questions.
3. Share real examples and case studies.
4. Use more storytelling content.

 **Builder's Tip:** *Analytics are not just numbers—they are feedback from your audience. The goal is not to chase every metric. The goal is to understand: What content helps people? What creates connection? What moves them to take action?*

Related Prompts

- WO-061 – Create a Social Media Strategy
- WO-062 – Generate Social Media Post Ideas
- WO-064 – Create a Content Calendar
- WO-069 – Build a Marketing Plan

Tags

**SOCIAL
ANALYTICS**

MARKETING

PERFORMANCE

GROWTH

DATA