

Social Media Performance Review

Date: [Insert Date]

To: [Employee's Name]

From: [Manager's Name]

Subject: Performance Review - Social Media Management

Overview

Dear [Employee's Name],

This letter serves as your performance review regarding your role in managing our social media platforms over the past [insert time period]. Your contributions are invaluable and have a significant impact on our brand presence.

Key Metrics

- Follower Growth: [Insert percentage] increase in followers on [platform]
- Engagement Rate: [Insert engagement percentage] across all posts
- Content Reach: [Insert number] impressions over the last quarter

Strengths

[Insert specific strengths, e.g., creative content creation, timely responses to audience queries]

Areas for Improvement

[Insert specific areas for improvement, e.g., post consistency, analytics reporting]

Goals for Next Review Period

- [Insert specific goal #1]
- [Insert specific goal #2]
- [Insert specific goal #3]

Conclusion

We appreciate your hard work and commitment to enhancing our social media presence. Let's set up a meeting to discuss this review in detail and outline a plan for the upcoming period.

Best regards,

[Manager's Name]

[Job Title]