

Social Media Performance Review Feedback

Dear [Employee's Name],

We appreciate your efforts in managing and enhancing our social media presence over the past [review period]. Below are some key observations and feedback on your performance:

Strengths

- Consistently engaging content that resonates with our audience.
- Increased follower count by [percentage or number].
- Successful campaigns such as [name specific campaigns].

Areas for Improvement

- Consider posting more frequently to maintain engagement.
- Explore more diverse content formats such as videos and polls.
- Enhance interaction with followers through direct messages and comments.

Goals for Next Review Period

- Increase engagement rate by [specific percentage].
- Launch an influencer partnership program.
- Develop a quarterly content strategy plan.

Thank you for your dedication and hard work. We look forward to seeing your progress in the coming months.

Best regards,

[Your Name]

[Your Position]

[Company Name]