AckPost

FREE ACKPOST TEMPLATE

Client Reporting Template

A client-ready report structure with executive summary, posts shipped, proof links, wins, risks, and next actions.

TYPE	CATEGORY	BEST FOR
Report	**Reporting**	**Agencies and consultants**

Free resource

ackpost.com

What this includes

- **Executive summary**
- **Proof table**
- **Performance notes**
- **Next actions**

Report sections

Start with the plain-English summary. Then show shipped posts with permalinks, performance highlights, approval delays, connection risks, and next-month priorities.

Proof table

For each post, include brand, platform, publish time, approved by, status, and proof URL.

Client trust

Proof links reduce the weekly question nobody wants to answer manually: did this go live?

How to use this resource

Make a copy of the structure, adapt the fields to your team, and review it during your weekly publishing meeting. If a field does not help a real decision, remove it. If a repeated mistake keeps happening, add a field that makes the risk visible.