

FREE ACKPOST TEMPLATE

Post Performance Tracker

A tracker for engagement rate, reach, clicks, saves, content type, publish status, and learning notes.

TYPE

Spreadsheet

CATEGORY

Analytics

BEST FOR

Social media managers

What this includes

Engagement rate

Content type

Platform comparison

Learning notes

Core formula

Engagement rate equals total engagements divided by reach. Track it beside reach, clicks, saves, comments, and publish status.

What to compare

Compare format, topic, hook, CTA, publish time, platform, and campaign. One metric alone rarely explains performance.

Learning loop

Every post should produce one small learning. The tracker turns those learnings into better briefs for the next month.

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.