**Communications Plan** **Results and Targets Template:**

Set targets in a different colour to the results.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Platform** | **1/10/18** | **1/01/19** | **1/04/19** | **1/07/19** | **1/10/19** | **1/01/20** | **1/04/19** |
| **Social Media** | | | | | | | |
| Facebook Fans | 8500 | 9200 |  |  |  |  |  |
| Facebook Reach |  |  |  |  |  |  |  |
| Engaged Fans |  |  |  |  |  |  |  |
| Twitter Followers |  |  |  |  |  |  |  |
| Retweets (last 30 days) |  |  |  |  |  |  |  |
| Tweets favorited (last 30 days) |  |  |  |  |  |  |  |
| Twitter mentions |  |  |  |  |  |  |  |
| **Email Marketing** | | | | | | | |
| Total subscribers |  |  |  |  |  |  |  |
| Average open rate |  |  |  |  |  |  |  |
| Average click-through rate |  |  |  |  |  |  |  |
| Average unsubscribe rate |  |  |  |  |  |  |  |
| **Website Traffic** | | | | | | | |
| Average monthly unique visitors |  |  |  |  |  |  |  |
| Number of pages per visit |  |  |  |  |  |  |  |
| Proportion return visits |  |  |  |  |  |  |  |
| **Online Goals** | | | | | | | |
| Signed up for email updates |  |  |  |  |  |  |  |
| Became a member |  |  |  |  |  |  |  |
| Completed a donation |  |  |  |  |  |  |  |