

The Content

Review

SHEET

**2025**

**EDITION**

**YOUR 2024 CONTENT REVIEW**

**Please download** [**https://kleo.so**](https://kleo.so) **to analyse your post data effectively.**

## **STEP 1: YOUR TOP CONTENT FOR 2024**

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| --- | --- | --- | --- |
| CONTENT LINK | METRICS (LIKES + COMMENTS + SHARES) | WHAT WORKED | KEY TAKEAWAYS |
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##  **STEP 2: YOUR LOW PERFORMING CONTENT FOR 2024**

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| --- | --- | --- | --- |
| CONTENT LINK | METRICS (LIKES + COMMENTS + SHARES) | WHAT WORKED | KEY TAKEAWAYS |
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**COMPETITOR 2024 CONTENT REVIEW**

## **STEP 1: THEIR TOP CONTENT FOR 2024**

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| --- | --- | --- | --- |
| CONTENT LINK | METRICS (LIKES + COMMENTS + SHARES) | WHAT WORKED | KEY TAKEAWAYS |
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##  **STEP 2: THEIR LOW PERFORMING CONTENT FOR 2024**

|  |  |  |  |
| --- | --- | --- | --- |
| CONTENT LINK | METRICS (LIKES + COMMENTS + SHARES) | WHAT WORKED | KEY TAKEAWAYS |
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**ANALYSING THE DATA – What worked well?**

## **What form of content consistency worked well with high engagement? Think about type of content ie video, text, short or long form, images, carousels?**

##

## **What themes emerged as high engagement? Personal stories, educational content, sales/promotional, quick questions to the audience, data sharing, articles, your views on topics, long paragraphs on industry challenges?**

**ANALYSING THE DATA – What didn’t work well?**

## **What form of content consistency had low engagement? Think about type of content ie video, text, short or long form, images, carousels?**

## **What themes emerged as high value? Think personal stories, educational content, sales/promotional, quick questions to the audience, your views on topics, data sharing, articles, long paragraphs on industry challenges?**

**USING THE DATA – What will you do differently?**

## **Reflecting on the data, what will you do differently in 2025? Maybe it’s a different form of content ie video, or a more educational style of post or more personal?**

**YOUR KEY METRICS & GOALS**

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| --- | --- | --- |
| METRIC | 2024 AVG | 2025 GOAL |
| LINKES/COMMENTS/SHARES |  |  |
| VIDEO VIEWS  |  |  |