

## Critiquing a SM Report (Exercise 14)



**Purpose:** To enhance your skills in preparing a SM report

**Method:** Locate a report on the social media performance of an organization (or [click here](#)). In column 1, identify specific strengths of the report. In column 2, identify specific areas of improvement for the report. Provide an example of each strength and area of improvement.

Strengths	Areas of Improvement