

Social Media Reality Check

Data Collector Sheet

Have this sheet handy on your desk or in your bag as you travel to/from activities.

Start by simply tallying your platform usage according to time, platform and device. ###

In a first analysis, you'll be able to use this data to work out **which platforms you use most, how much time you're spending on each platform, and which devices you're using.**

Digging deeper, you'll be able to ask yourself about the nature of those interactions, what they're achieving, what your purpose is, and ultimately what's working and what's not. But that's another worksheet!

Time slot	Platform	Phone	Laptop	Tablet	Total hours
06.00-07.00	Facebook				
	Instagram				
	Twitter				
	Other				
07.00-08.00	Facebook				
	Instagram				
	Twitter				
	Other				
08.00-09.00	Facebook				
	Instagram				
	Twitter				
	Other				
09.00-10.00	Facebook				
	Instagram				
	Twitter				
	Other				
10.00-11.00	Facebook				
	Instagram				
	Twitter				
	Other				

11.00-12.00	Facebook				
	Instagram				
	Twitter				
	Other				
12.00-13.00	Facebook				
	Instagram				
	Twitter				
	Other				
13.00-14.00	Facebook				
	Instagram				
	Twitter				
	Other				
14.00-15.00	Facebook				
	Instagram				
	Twitter				
	Other				
15.00-16.00	Facebook				
	Instagram				
	Twitter				
	Other				
16.00-17.00	Facebook				
	Instagram				
	Twitter				
	Other				
17.00-18.00	Facebook				
	Instagram				
	Twitter				
	Other				
18.00-19.00	Facebook				

	Instagram				
	Twitter				
	Other				
19.00-20.00	Facebook				
	Instagram				
	Twitter				
	Other				
20.00-21.00	Facebook				
	Instagram				
	Twitter				
	Other				
21.00-22.00	Facebook				
	Instagram				
	Twitter				
	Other				
22.00- ...	Facebook				
	Instagram				
	Twitter				
	Other				
TOTALS					