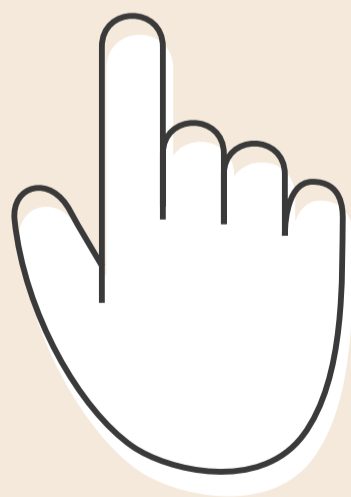
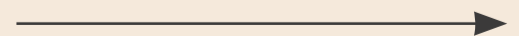
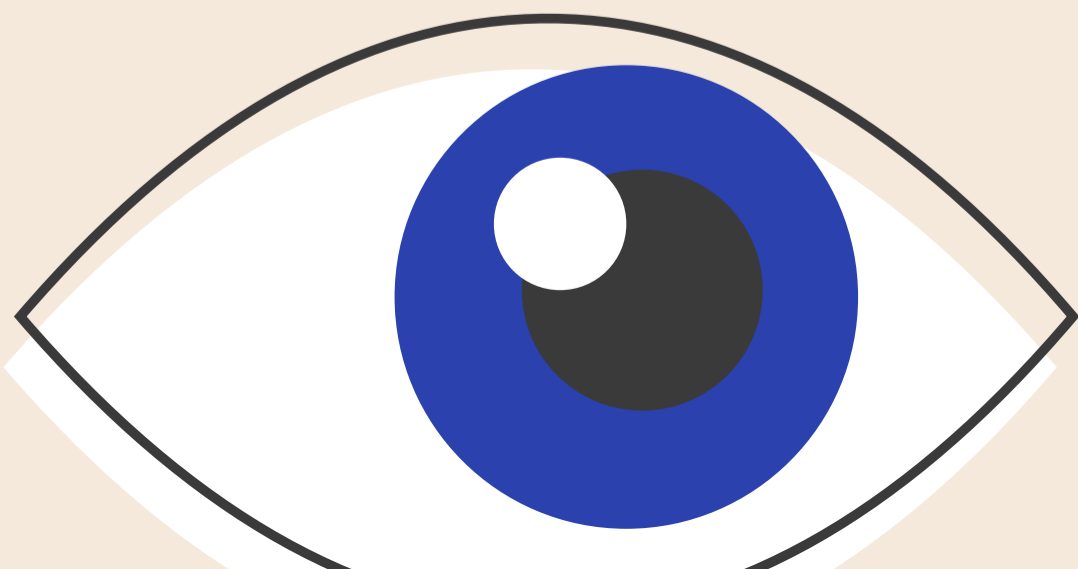


**SOCIAL MEDIA
METRICS YOU
SHOULD BE
TRACKING**

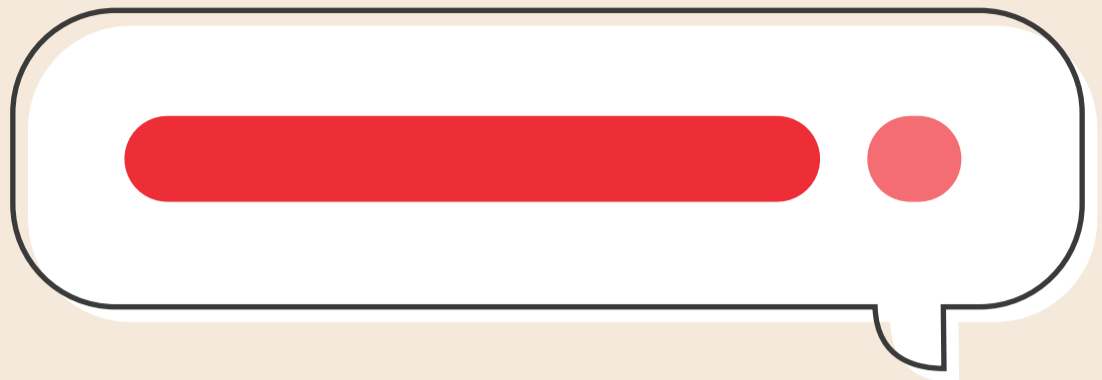


Post Views (Impressions)

Whenever a user stops for some few seconds to read your post (even if not completely), it counts as a view. Monitoring this would give you insights on how many people have seen your post(s). For some social media platforms, you can also have insights on the demographic attributes of the people viewing your post.

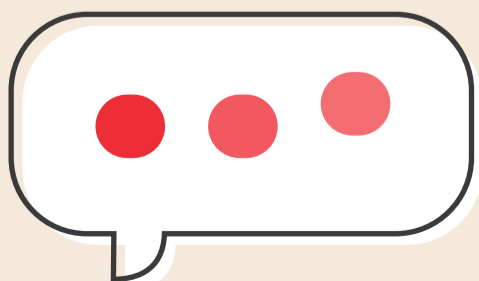


Post



Engagements

Any action made on your post on social media, counts as an engagement. Depending on the social media platform, you should be watching out for metrics such as: Likes, Comments / Mentions, Shares / Retweets, and Clicks. However, the different types of engagements should not be weighed equally. For example, a comment is more valuable than a “Like”. Your engagement rate would provide insight to help you understand how often people saw your post and chose to engage with it.



Click-Through Rate (CTR)

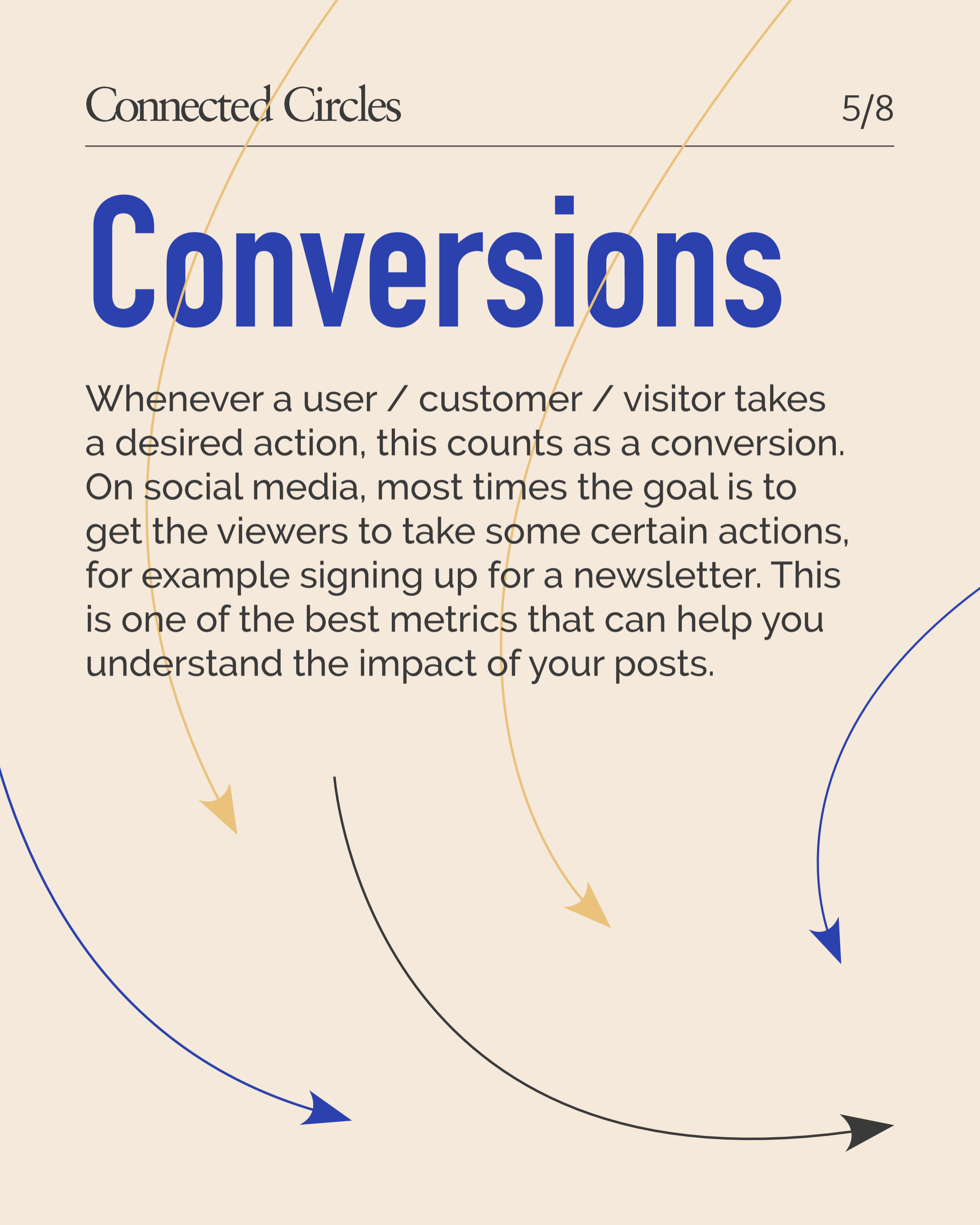
This is the ratio of how many times users saw your post and then clicked on it. This social media metric is very important because you can see the number of people that visited your website or provided weblink after seeing your post.

If your CTR is high, it shows that your post is effective and people are happy with your content. However, check the bounce rate to be sure that nothing is breaking down once users visit your website.



Conversions

Whenever a user / customer / visitor takes a desired action, this counts as a conversion. On social media, most times the goal is to get the viewers to take some certain actions, for example signing up for a newsletter. This is one of the best metrics that can help you understand the impact of your posts.

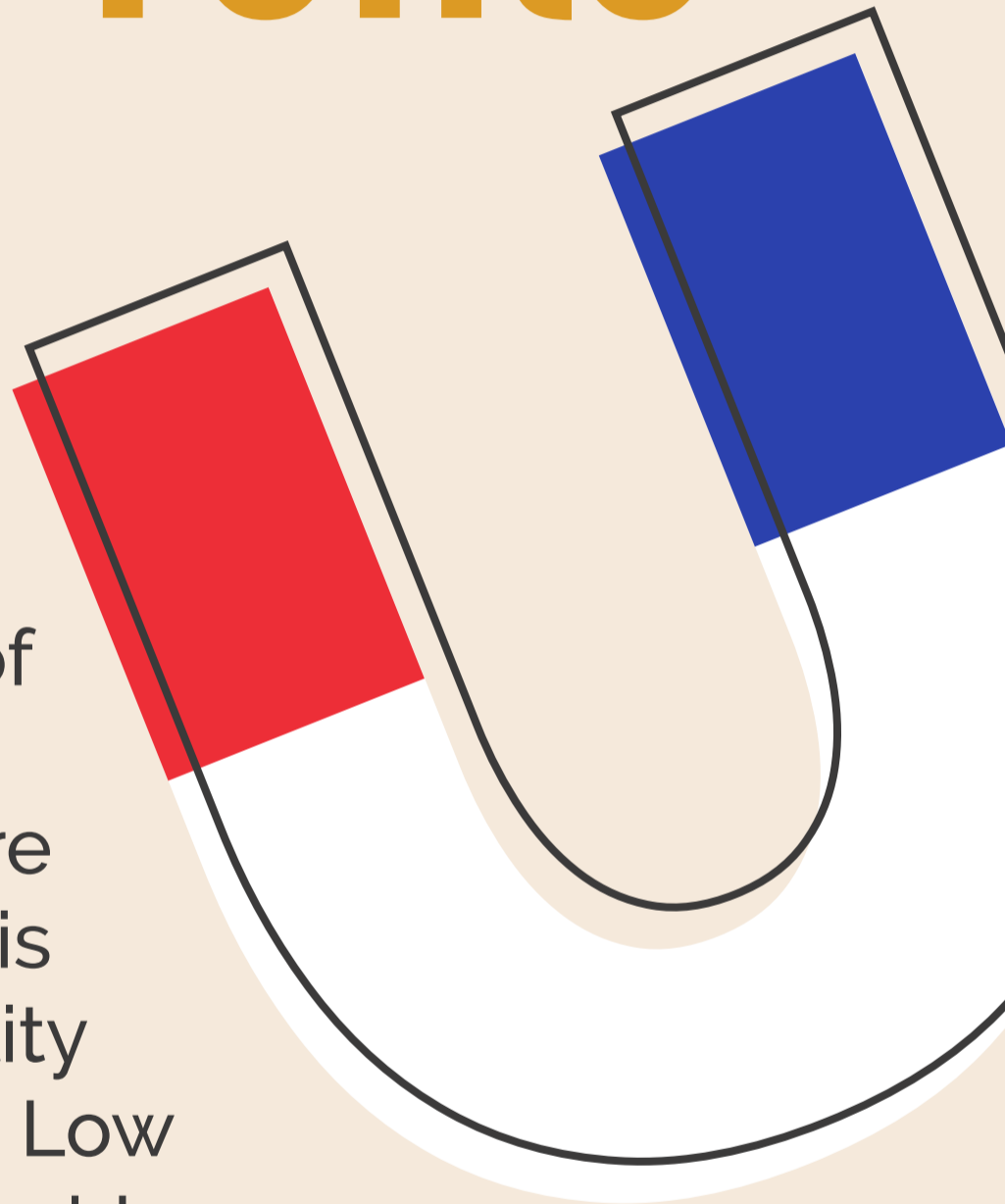


Followers / Connections

Followers and/or connections can both increase and decrease. Keeping track of this metric provides you with valuable information to understand if your profile is growing or not. A static / decreasing follower count could mean your profile is losing visibility. If this is the case, it is more feasible to develop more specific content and growth strategies.

Page / Profile Views

This metric gives you insights on the visibility of your page or profile, and the kind of people you are attracting. However, this is mostly linked to the quality of the content you share. Low quality content will amount to reduced page / profile views. It is important to ensure that the quality of your content matches your growth strategy, so you attract people relevant to you.



Brought to you by

Connected Circles

Great conversations are a force for good

connectedcircles.net