

## Struggling to Identify Social Media KPIs for Success?

If you're like me, you might manage dozens of social media accounts for clients. Each has its own objectives and strategy to support business goals. It can get confusing.

Is there a way to determine which key performance indicators (KPIs) should be tracked based on my client's goals? Yes!

But I manage only my accounts. Will these still work?

Yes, it works for small business owners too. Keep in mind, however, the account your tracking must be a business account, not a personal account, or you may not be able to access analytics.

When and Which?

Download the [Social Media Key Performance Indicators and When You'd Use Them](#) chart to help you identify the metrics you would use based on the social media account's goals and objectives. This chart also includes the formulas to calculate KPI metrics manually.

*Example*

Business Goal = **Increase leads** by 10 percent annually. The social media strategy options might include:

1. Create landing pages for downloadable content
  - Drive traffic to landing pages with organic and paid social media efforts, reach out

### Social Media Key Performance Indicators and When You'd Use them

KPI	When to focus on it.	Formula
<b>Reach</b>		
<b>Branding, new product promotion, and/or content success.</b>		
<i>Post</i>	How many people have seen your post since it went live?	Post Reach Percentage = Post Views / Total followers x 100
<i>Impression</i>	How many times did your post show up in someone's feed or timeline?	
<i>Audience Growth Rate</i>	The number of new followers or fans you get at the end of every month.	Growth rate percentage = New followers / Total followers x 100
<i>Social Share of Voice (SSOV)</i>	Brand exposure based on social media conversation and defines your position in your industry.	SSoV Percentage = Your Mentions / Total Mentions x 100
<b>Engagement</b>		
<b>These "vanity" metrics help you develop content and define media type for your target market.</b>		
<i>Avg. Engagement Rate</i>	Measures shares, comments, and likes in relation to your number of followers.	(Likes + Comments + Shares / Followers) x 100
<i>Amplification</i>	Shows how your followers care and share your content with their people.	(# of post shares / # of followers) x 100
<i>Virality</i>	The number of people who shared your post relative to the number of people who had a chance to see it	(# of shares / impressions) x 100
<i>Applause Rate</i>	How many people are clapping, liking, or favoriting your posts, relative to your total followers.	(# of liked / # of followers) x 100
<b>Conversions</b>		
<b>Sales, lead generation, event registration, anything tied to \$\$</b>		
<i>Conversion Rate</i>	How many visitors take the action you asked them to?	(post conversions / clicks) x 100
<i>Click-Thru Rate</i>	What's the rate people click on your call-to-action (CTA) links?	(# of clicks on a post / impressions) x 100
<i>Bounce Rate</i>	People leave page without completing the call to action	
<i>Cost-Per-Click (CPC)</i>	How much are you paying, per click, on your sponsored social media post, for a specified time period?	Total Ad Spend / Total Measured Clicks
<i>Cost Per Thousand (CPM)</i>	This is the amount you pay after 1,000 people <b>scroll past</b> your sponsored post.	(\$ spent / # of impressions) x 1000

© 2021 Penheel Marketing (TM)

[Click to download this KPI Cheat Sheet.](#)

## Struggling to Identify Social Media KPIs for Success?

to influencers, use relevant hashtags

### 2. Develop webinar series with registrations

- Create content for the series, offer promotions for current clients, create a unique hashtag, use paid and organic social efforts

### 3. Measure results of downloads and registrations

- Review website analytics and social media analytics

To measure success, consider these KPIs for both social media and website landing pages:

- Conversion Rate
- Click-thru Rate
- Bounce Rate
- Cost-Per-Click (CPC)
- Cost-Per-Thousand (CPM) alternative
- Social Media Conversion Rate
- Website landing page conversion metrics

### *Example*

Business Goal = Increase **brand awareness** by 20% for an annual event. The social media strategy options might include:

#### 1. Unique Hashtag

- Track the number of mentions for the hashtag

#### 2. Connect with influencers who've participated before

- Ask them to post on your page about their experience, and use the new hashtag

#### 3. Measure results

- Review website analytics and social media analytics

To measure success, consider these KPIs for both social media ads and website landing pages:

## Struggling to Identify Social Media KPIs for Success?

- Post Reach
- Impressions
- Audience Growth Rate
- Social Share of Voice
- Website landing page audience metrics

Keep in mind, if you're creating business goals and social media is a tool you use to meet those goals, measuring its effectiveness is not only good business, it's smart strategy.

If you need help with your social media efforts, [give us a call](#). We can help you out.

### Additional Resources

- [10 Reasons Why Social Media Stats Are Important](#)
- [10 Actionable Social Media Content Sharing Tips](#)
- [Why should my B2B company use social media?](#)