

## 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 × 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 × 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 × 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) × 100
<i>Amplification</i>	Shows how your followers care and share your content with their people.	(# of post shares / # of followers) × 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) × 100
<i>Applause Rate</i>	How many people are clapping, liking, or favoriting your posts, relative to your total followers.	(# of liked / # of followers) × 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) × 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) × 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) × 1000

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<b>Conversions</b>	<b>Sales, lead generation, event registration, anything tied to \$\$</b>	
<i>Social Media Conversion Rate</i>	The total number of conversions that came from social media, expressed as a percentage.	$(\# \text{ of people from social media} / \# \text{ of people who completed the call to action}) \times 100$
<i>Comment Conversion Rate</i>	The ratio of comments per post to the number of your followers.	$(\# \text{ of people who commented} / \text{the } \# \text{ of your followers}) \times 100$
<b>Customer Support</b>	<b>Branding and sales</b>	
<i>Testimonials</i>	Great reviews, comments and endorsements from customers.	no formula. Post them on your website, use in social media, add to product reviews, etc.
<i>Customer Satisfaction Score</i>	How happy people are with your product or service.	$(\text{Sum the scores} / \# \text{ of respondents}) \times 10$
<i>Net Promoter Score</i>	This measures customer loyalty.	$(\text{detractors} - \text{promoters}) / \text{total respondents} \times 10$