

Social Media Analytics + Data Cheat Sheet

Below is a list of different types of reporting metrics that you may come across while diving into your own social media data:

AUDIENCE GROWTH (FOLLOWERS/FANS) - Measures the amount of users who follow your page.

ENGAGEMENT - Measures the number of engagements you've had on any particular post. Engagement includes: reacting to a post (ie. liking, loving, laughing), sharing a post, or commenting on a post.

REACH - Measures the number of **individual users** whom your content reached — how many people saw your content on their feed.

IMPRESSIONS - Measures the **overall number of times** your content was displayed, regardless of whether users interacted with the post or scrolled past. This number indicates how many times it appeared on users' feeds — please note that this does not indicate **individual users**. One user may see the post multiple times, resulting in only one "reach" but multiple "impressions" from the same user.

CLICK THROUGH RATE (POST LINK CLICKS) - Measures the number of times someone took the time to "click-through" to access a link on your post to read more information. This is a good indicator that people want to know more about what you're posting, and also drives traffic back to your website.

PUBLISHING BEHAVIOR - Determines the different types of media and frequency with which social media users posts: photos vs. video vs. links vs. text-based only posts, and how frequently a page is posting.