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## CultSense Quality Tools

Tool 4:

# Social Media Performance Indicators

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## Tool 4: SOCIAL MEDIA PERFORMANCE INDICATORS

*The project CultSense uses social media as part of its communication, as well as engagement tool for different audiences. Although with a presence on different social media platforms, Instagram and LinkedIn are the central platforms in our strategy. Below we provide a broader view which includes our team's insights on Social Media Performance Indicators which can be applied in other projects and contexts.*

A social media marketing campaign is part of a brand's overall integrated marketing communications strategy that is developed to produce and distribute digital content, in order to draw relevant audiences and create consumer-brand relationships. The main role of a social media marketing campaign is to create brand awareness, persuade customers to take certain actions, encourage brand responses, and generate engagement for the brand in social media settings. Moreover, brands strive to motivate people to share brand-related content further within their own social networks. However, to establish top social media campaigns for designated audiences, it is important to assess the social media performance of the brand on different platforms. The major metrics used to measure social media performance are described in the sections that follow.

### **A**udience Profile

To develop the right content for the right audiences, the first step is to audit the followers or fans of a social media official account. Social media platforms offer user profile information to help brand managers better understand their audiences.

On Facebook, an audience overview can show the average age of followers, gender, location, interests, and so on. Similarly, LinkedIn provides data demographics, revealing the regions from which most LinkedIn followers originate.

By examining and understanding the profile of an audience on a given social media platform, companies have the opportunity to develop material that is ultimately more relevant and engaging for interested followers.

## **F**ollower count

At the most basic level of measuring the awareness of a brand in social settings, it is important to track the number of followers or fans on a particular social media platform. This applies to all relevant social media platforms, such as:

**Facebook fans** - This number reflects how many people follow a brand on Facebook and receive updates about the Brand Page in their feed.

**Instagram followers** - A user who follows an official Instagram account has direct access to view, like, and comment on any media published on that profile, including IGTV, IG stories, reels, and posts.

**LinkedIn followers** – For LinkedIn, follower metrics track the number of people who engage with a brand, follow its news, and keep up with current events.

**Twitter followers** – The number of people who follow a brand on Twitter will be able to receive the original tweets or retweets published on that account.

## **R**each and Impressions

Two other key social media metrics that focus on how many people have to opportunity to see a brand's social media content are reach and impressions. Reach is the overall population that views a brand's social media content. Monitoring both the overall reach and the reach of each particular post, story, or video is the best practice to understand metrics on the performance of different content types.

Impressions help measure the number of times a brand's content appears on a user's screen, regardless of whether or not it was accessed by clicking on its associated link. Additionally, impressions are important for the calculation of the Click-through-rate (CTR). Both Facebook and LinkedIn, state that they determine CTR by dividing the volume of link clicks by the total amount of impressions of a particular post, as a percentage.

## **A**udience growth rate

To assess the growth rate for an audience on a particular social media platform, it is important to establish the number of followers/fans at the beginning of the examined timeframe and the most recent number of these followers/fans. Keeping track of the number of followers/fans per month, enables comparisons for different quarters and years, thus, highlighting a trend for that particular brand on a social platform.





# Customer Engagement Indicators

The engagement rate for social media content is calculated as the proportion of the audience that engages with it, via reactions, likes, comments, and shares, considering the specific elements of each social media platform. The audience can either reflect the total number of followers/fans or the number of impressions for a particular social media content type.

Each major social media site monitors engagement in the different mechanisms:

- **Facebook:** number of comments, reactions (including likes), number of shares
- **Instagram:** number of likes, shares, comments, saved posts, direct messages as a result of a particular campaign
- **LinkedIn:** reactions, number of comments, reposts, shares/send, clicks
- **Twitter:** tweets, re-tweets, number of comments

$$\text{Overall Social Media Engagement rate} = \frac{\text{Reactions particular to a specific social media platform}}{\text{\#Total Followers}} * 100$$

Similarly, an adapted Facebook version of this formula is:

$$\text{Overall Facebook Engagement rate} = \frac{\text{\#Likes} + \text{\#Comments} + \text{\#Shares}}{\text{\#Total Followers}} * 100$$



Additionally, this formula can be adapted based on overall impressions in a particular timeframe or based on the number of impressions for a particular post. As a broad concept, the engagement of social media users can be expanded and monitored based on different levels of interaction (Neiger et al.), following various indicators such as:

Monitoring engagement based on...		
Low level of interaction	Moderate level of interaction	High level of interaction and involvement
<ul style="list-style-type: none"> <li>▪ Likes on different brand-posts</li> <li>▪ Reactions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of comments/posts and comment rate in different timeframes</li> <li>▪ Number of shares/post and share rate in different timeframes</li> <li>▪ Check-ins</li> <li>▪ Number of tags (tagging)</li> <li>▪ Mentions</li> <li>▪ Number of social media downloads of brand-owned materials</li> <li>▪ Click-through rate</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of people who participate in offline and online brand-related events</li> <li>▪ Moderating a brand-related discussion board/forum/group</li> <li>▪ User-generated content (UGC) related to the brand (e.g., video testimonials or tutorials)</li> </ul>

As presented in the above table, another more specific form of measuring engagement is click-through rate or CTR. Click-through rate demonstrates the number of individuals who clicked on a link in a specific post to access extra information on a website or on different social media platforms owned by the brand. When reporting on the performance of social media metrics, CTR is essential because it highlights how many people took action to learn more about the brand, beyond the bounds of a particular social media platform.



# Social media listening for analyzing brand mentions and UGC

On social media, consumers have brand-related conversations that extend beyond the official channels of that particular brand. These mentions occur when a user tags or references a particular social media brand account. Additionally, consumers may participate in discussions in message boards or groups, may post reviews, or they may generate their own original content (UGC - user-generated content). Thus, in a cohesively implemented social media strategy, a brand has to consider these conversations and engage in social media listening.

Scanning, monitoring, and tracking social media platforms for mentions of the brand and other information is known as social media listening. A social media monitoring solution might be required because this measure is not always recorded automatically.

A social media listening report can showcase relevant insights and determine if the general brand-related sentiment is positive, neutral, or negative. Thus, social media listening enhances the performance report and also shows the positive aspects of a campaign or post, along with the areas that need to be reassessed in future social media strategies.

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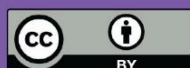
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