



Social Media Analytics

A Cheat Sheet of Everything You Can Measure

One of the fun things about peeling back the layers of your digital marketing campaign is the amount of ways you can interpret the data. You and your team need a solid understanding of all the things that you can possibly measure in social so that you can make important decisions. Which metrics matter? How do you calculate them? It can be overwhelming to learn what to measure, how to measure it, and on what platform each metric lives. But when you learn how to measure your social data well, you can position yourself as the social metric pro at your organization—teaching your team and superiors alike how to go beyond the more popular, vanity metrics.

Use this guide as a helpful breakdown of everything currently available, as well as what formula you might need to make the most of each metric.

Engagement KPI

Metric	Platforms	Definition	Formula
Likes	    	Number of "likes" on a post	
Comments / Replies	     	Number of user comments on a post	
Shares / Retweets	   	Number of times a post was shared by a user to their own timeline	
Reactions		Similar to likes, but can express different emotions: like, heart, haha, wow, sad, mad	
Total Clicks	   	A click anywhere on a post (enlarge image, hashtag, url, user handle etc.)	
Link Clicks	 	A click specifically on a URL (sometimes need to use link shortener clicks if URL or link clicks are not available, such as on LinkedIn)	
Video Views	  	Number of people who viewed a video (amount of time varies by platform - for Instagram & Twitter it's 3s, YouTube it's any amount of time)	
Video Plays	  	Clicks to play a video	
10s Video Views		Video views that were at least 10s	
3s Video Views		Video views that were at least 3s (same as general video view metric)	
Media Views		Video views, but also includes click to enlarge a photo if it's not a video post	
Engagement Rate	     	How many times a post was interacted with out of how many times the content was viewed. (Note: Sometimes shares are not included if it's not available on the platform, such as Instagram. Also, YouTube is divided by video views, not impressions.)	Spredfast definition: (Likes or reactions + Comments + Shares) ÷ Impressions
View Rate	  	A measure of how many times a video was viewed for 3 seconds or more (unless using 10s video views) out of how many times the video post was viewed. (Note: use impression count for video content only.)	Video views ÷ Video impressions
Click-Through Rate	   	A measure of how many times a link in a post was clicked out of how many times the URL was viewed	URL clicks ÷ Impressions

Your Website KPI

Metric	Definition	Formula
Site Visits	Number of times users entered your site (not unique)	
Page Views	Number of times users viewed a specific page	
Time on Site	Length of time a user spent on your site (the length of the session before a user exited or the site became inactive)	
Time on Page	Length of time a user spent on a specific page	
Bounce Rate	People who left your site before viewing any content	# Of times a user immediately left your site ÷ # Of times a user landed on your site

Awareness KPI

Metric	Platforms	Definition	Formula
Impressions	    	Number of times a post was seen (not unique)	
Organic Impressions	    	Number of times a post was seen without paid promotion	
Paid Impressions	    	Number of times a post was seen because of paid promotion	
Viral Impressions		Number of times a post was seen because of shares of the post	
Reach	 	Unique number of people who saw a post	
Followers / Fans	     	Unique number of people who are following your page - they're part of your audience	
Frequency	   	Number of times each user saw one of your ads	$\text{Impressions} \div \text{Reach}$

Paid KPI

Metric	Platforms	Definition	Formula
CPM (cost per 1,000 views)	Paid / Ad Platforms	The cost of 1000 people seeing your ad	$(\text{Spend} * 1000) \div \text{Impressions}$
CPC (cost per click)	Paid / Ad Platforms	The cost of each person clicking on your link	$\text{Spend} \div \text{Clicks}$
CPE (cost per engagement)	Paid / Ad Platforms	The cost of any engagement with the post (likes, comments, shares, photo views, button clicks, etc.)	$\text{Spend} \div \text{Engagements}$
CPR (cost per result)	Paid / Ad Platforms	The average cost per result from your ads (follows, link clicks, engagement, video views, etc.)	$\text{Spend} \div \text{Results}$
ROAS (Return on ad spend)	Paid / Ad Platforms	How much money your investment in paid ads made for every dollar spent	$\text{Dollars made} \div \text{Dollars spent}$
CPA (Cost per conversion)	Paid / Ad Platforms	How much you are spending per conversion	$\text{Spend} \div \text{Conversions}$
CPI (Cost per install)	Paid / Ad Platforms	How much you are spending per mobile app install	$\text{Spend} \div \text{Mobile app installs}$

To learn more about which of these metrics matter most, watch our on-demand webinar:

[Analytics Overload: Which Social Metrics Matter Most?](#)