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REACH KPIs	Reach KPIs measure how many users come across your social channels. These users might only interact with the channel passively — reach and engagement are two different things. Think of reach as a quantity measurement — reach data demonstrates your existing and potential audience, growth over time and brand awareness.	FORMULA
Impressions	Number of times the last 5 posts/entries were visible in someone's feed or timeline. This does not necessarily mean the person who viewed the post noticed it or read it.	
Follower count	The number of followers your social channel has at a set time.	
Audience growth rate	Audience growth rate demonstrates how follower count is changing over time. Periods under consideration are 2017-2019 (pre-pandemic) and 2020-2021.	**%GR = 100 X (New Followers / Total Followers)**
Reach	This is how many people have seen a post or entry since it went live. Reach changes depending on when the audience is online and how good the content is. It provides an idea of what audience finds valuable and interesting.	**%R = 100 X (Post views / Total Followers)**
Potential reach	This measures the number of people who *could* see a post/entry during a reporting period (theoretical reach).	**PR = (Total N° of mentions X Followers of account that mentioned your content.)**
Social share of voice	This metric tracks how many people mentioned a specific brand, compared to the number of people mentioning a competitor. It shows the brand relevance within your field or area of interest.	**% SSoV= 100 X (Brand mentions / Total Mentions (own+competitor's))**
Traffic data	This metric will provide the source and volume of the online traffic data in a determined period of time.	**Provided by your web provider analytics page.**

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SOCIAL ENGAGEMENT KPIs	KPIs for social media engagement measure the quality of the interactions with social followers. They show whether the audience is connecting with the knowledge sharing platform content and willing to interact with a specific platform.	FORMULA
Active followers	The number of followers who has logged in and interacted with the content within the past 30 days.	**Provided by your web provider analytics page.**
Like	The number of times followers interact with a social post by clicking the "Like" button within a given social media platform.	**Provided by your web provider analytics page.**
Comments	The number of times followers comment on posts. Comments can have a positive or negative sentiment.	
Applause rate	Applause rate tracks *only* positive interactions or approval interactions. This includes likes, saves, retweets, favoriting a post, etc.	**%AR = 100 X (Total approval actions / Total followers)**
Average engagement rate	This metric divides all the engagement a post receives — including likes, comments, saves and favorites — by the total number of followers on a social channel. It shows how engaging, on average, a piece of content was.	**%AER = 100 X (Likes + Comments + Shares)/ Followers**
Amplification rate	This is the rate of followers who are sharing content with their own followers. This metric could include everything from shares and retweets, to repins and regrams. A high amplification rate shows that followers want to be associated with a knowledge sharing platform.	**%AmR = 100 X (Total post shares / Total followers)**

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CONVERSION KPIs	Conversion KPIs measure how many social interactions turn into website visits, newsletter sign-ups, purchases or other desired actions. Conversion metrics reflect how effective your social media strategy is and whether it's leading to actionable outcomes.	FORMULA
Conversion rate	This is the number of users who perform the actions outlined in a specific post on the social platform call to action (visit your platform, website or landing page, subscribe to a mailing list, make a donation, etc.) compared to the total number of clicks on that given post. A high conversion rate shows that the post delivered something valuable to the audience that made them act.	%CR = 100 X (Conversions / Total clicks)
Click-through rate (CTR)	CTR is the percentage of people who viewed a post and clicked on the call to action it included. This provides insight into whether a content captures audience's attention and inspires them to act.	%CTR = 100 X (Total clicks / Total impressions)
Bounce rate	Not everyone who clicks on a social media links will follow through, reading the full article you shared or completing a call to action. Bounce rate is the percentage of visitors who clicked on a link in a social post, but then quickly left that page without taking any action. It highlights your content is not sufficiently engaging, or the user experience provided was not perfect.	Provided by your web provider analytics page.
Cost per click (CPC)	CPC is the amount paid to knowledge sharing platforms like Website provider, Publishers, Facebook, Twitter or Instagram, etc. per individual click on a sponsored content. It measures the investment effort.	CPC = 1000 X (Total advertisement spend / Total measured clicks)
Cost per thousand impressions (CPM)	This is the amount paid every time 1,000 people scroll past a sponsored knowledge sharing platform content.	CPM = 1000 X (Total advertisement spend / Total advertisement impressions)

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SATISFACTION KPIs	Audience satisfaction KPIs are tracked to see how social media users think and feel about your brand. The sentiment of their interactions with your brand online is direct feedback for your business.
Customer testimonials	Reviews typed up by followers and posted to social channels demonstrate how they feel about an experience or content. Star rating also provides a good snapshot of how customers feel about a knowledge sharing approach.
Customer satisfaction score (CSat)	This metric shows how satisfied followers are with a content. This data can be collected through polls functions or survey.
Net promoter score (NPS)	This metric measures followers' loyalty. Using a poll or survey on social channels to ask one question: "How likely would you be to recommend this product to a friend?" Give respondents the chance to answer using a numerical scale or through descriptors like *unlikely*, *likely* or *very likely*.

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