

# Social Media Metrics to Track



Metrics that will help you build a robust social media presence, boost your brand awareness, and develop successful campaigns:

## 1 VOLUME OF MENTIONS

The volume of mentions tells you how compelling and engaging your content is. While looking at the volume of mentions, you'll get a general idea of how often people are talking about your brand.

## 2 REACH

Social media reach will tell you how many people have seen your social media posts and how the content is spreading across social networks. Moreover, reach indicates the size of your desired audience.

## 3 SENTIMENT

Sentiment will tell you whether the talk around your brand (the volume of mentions) is positive, negative, or neutral. This social media metric is especially useful when you're running campaigns.

## 4 ENGAGEMENT

Likes, clicks, shares, and comments are essential for a broad reach. Algorithms that decide which posts to show first on a timeline consider your social media account's number and type of interactions.

## 5 INFLUENCERS

An influencer campaign is one of the most effective campaigns on social media. The share of voice and influence are metrics used to identify brand advocates that can become evangelists.

## 6 THE SHARE OF VOICE

The share of voice is the creme de la creme of your social media analysis. How influential is your profile? The share of voice metric will help determine whether you're the industry leader or not.



### BONUS TIP

Start to measure Presence Score. This metric allows checking brand/topic online popularity in a given period. It helps to measure brand awareness and evaluate marketing and PR efforts.

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