

WHAT ARE

Social Media KPIs?



**SARAH BEST
STRATEGY**

Social Media Management | SEO Audits
Content Planning | Coaching | Office Hours

sarah@sarahbeststrategy.com

Top-level Goals for Social Media

By tracking key performance indicators (KPIs) including organic and paid impressions, engagements, link clicks — and evaluating our progress month over month and year over year — we can generate digital evidence related to your specific business goals like driving traffic, registrations, or lead generation and ensure we're accomplishing this goal and continuing to create content that addresses our audiences' needs.

1

To create content that both **reaches AND engages** our target audience(s)

2

Create content that **supports your customer sales journey** and your **unique business goals and objectives**

Defining KPIs



Account Growth (%)

How much our account has grown over a certain period of time



Engagements (#)

How many people have interacted with our content (by liking, sharing a post, commenting, etc.)



Engagement Rate (%)

How often our content was interacted with relative to the number of times it was seen, or the number of engagements divided by impressions



Impressions (#)

How many times our content has been seen



CPM

Cost per 1000 impressions, or the cost to deliver your ads



Link Clicks (#)

How many people have clicked a URL included in our post (paid or organic) to drive a traffic objective



CPLC

Cost per link click



Video Views

Number of paid video views



% Completion

How much of a video was watched

What's important to track weekly and monthly?

Monthly: Account-level Metrics and Quantitative Data

Help us understand the account's overall success in engaging fans and the progress it's making each month. While there are some standard benchmarks that can be used to gauge progress across industries, tracking your own accounts' data and that of your competitors and peers will help you set personalized SMART goals.

Account Growth: How many fans has our account gained or lost?

- » Benchmark: 1 - 2% MoM or 12 - 24% YoY

Total Impressions/Impressions per Account: How many times was our content seen across all of our social media accounts? How many times was it seen on each account? gained or lost?

Total Engagements/Engagements per Account: How many people have interacted with content across all of our social media accounts? How many people interacted with content on each of our accounts?

Account Engagement Rate:

Of the times our content was seen, how often did someone take the next step and interact with it by liking, commenting, or sharing the post?

- » Benchmarks per platform:
 - Facebook: 3-5%
 - Twitter: 1-2%
 - Instagram: 4-6%
 - LinkedIn: Less than 1%

Total Link Clicks: How many times did someone click a URL in one of our posts?

Unique Metrics: Metrics that are important to your business goals, such as visits to a landing page.

Weekly: Post-level Metrics and Qualitative Data

Help us understand how well individual pieces and types of content are performing (i.e., news clips vs. images, straight facts or narratives, etc.) and hear direct feedback from users.

- » Performance of Individual Posts
- » Audience Comments and Questions
- » Notable New Followers



Strengthen your in-house team or hire our team of experts.

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What's the Difference Between Organic, Viral, and Paid Metrics?



Organic

Nope, we're not talking about produce — we mean the data from the group of followers we've cultivated. Organic impressions for posts will often be quite low (e.g., on Facebook as low as 2% of a page's number of fans), as platforms' algorithms prioritize non-branded organic content from friends and family, but we can use tactics such as a clear calls to action or hashtags to maximize results.



Viral

These metrics illustrate how "infectious" our content is, in a good way: they reflect data from those who have seen our content because of their friend's interactions (e.g., one of our followers comments on one of our Facebook posts, causing it to appear in a few of their friends' news feeds).



Paid

To ensure we have our target audiences' eyes on and engagement with our content, we create ads. For example: we open a flower shop in Madison, WI, create a post about a grand opening sale, and put money behind the post to create an ad to be shown to those within our ZIP Code who like flowers but don't yet follow our page).