

## Connecting social media metrics to real business objectives

How to separate vanity metrics from insights that matter.



### How valuable are your followers?

A large social following is certainly a mark of distinction, but it's not enough to tell you the whole story.

- What are the characteristics of your followers?
- Do most of your followers fit your target audience? If not, is it necessary to redefine or expand your target?
- How often do your followers engage with social content?
- How fast is the number of your followers growing? Can the growth be attributed to recent social posts, trends, or other relevant factors?

### Do you look beyond the likes, shares, and comments?

While an explosion of likes typically is an encouraging sign, you need to dig deeper into your common engagement metrics to gauge your true performance.

- Does the engagement actually translate to conversion (e.g. clickthroughs)? Is there an uptick in the performance of your desired calls to action thanks to the posts?
- Does the increased engagement rate lead to a corresponding rise in ROI—whether overall or from the social media platform?
- How many comments express positive sentiments? What could account for the negative ones?
- Has the post gone viral or generated related conversations that lead to exponential growth in awareness?
- Has the number of positive account mentions by social media users increased?

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