



Social metrics

Notes

Goals

Metric	Current	Goal

Definitions

Metric	Definition
Reach	Reach is a social media metric that tells you how many people have seen your post. It differs from impressions in that even if a user sees your post multiple times, they still only count as one person reached. Reach is an important metric for understanding how large the audience for your content is and measuring your progress toward spreading brand awareness.
Impressions	Impressions are a social media metric that measures how many times your post has been shown in users' feeds. Unlike with reach, you may count multiple impressions for a single user if they have looked at your post more than once. Each social network counts impressions differently—on Facebook and Instagram a post.
Engagement & engagement rate	Engagement rate is a social media metric that tells you much a post is motivating people to interact with it. It's defined as (number of people who engaged with your post/number of people who saw your post) x 100%. Typically, a higher engagement rate means your post was more compelling (or at least more likely to provoke a response). Engagement rate is difficult to compare across social networks, as what counts as an "engagement" and what counts as "seeing your post" is different on each network. "Seeing your post" could refer to reach or impressions, while "engagements" may include likes, comments, shares, reactions, and more.
Impressions	This means your brands content is being promoted with budget to spread a key message. This can be executed via Facebook and Instagram. There is a range of paid content such as boosted post, Facebook ad etc.
Organic content	Organic content is the tiles, posts and regrams used on your Facebook page, Instagram Grid and stories.

Weekly social media plan

Choose which social media platform would you like to plan for this week:

- Instagram
- TikTok
- Facebook
- LinkedIn
- Snapchat
- YouTube
- Pinterest
- Other:

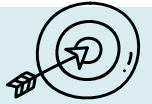
1. Research



Which customer avatar/s will you be speaking with?

How will your product or service help them?

2. Plan



What's your goal?

- Boost engagement
- Increase awareness
- Grow revenue
- Build community
- Drive traffic to website
- Generate leads

How will you achieve this goal? What's your pitch?

3. Implement



Plan one week of content. It doesn't have to be daily. When you plan your content in advance, you're more likely to consider your audience and their needs. Remember, it's social, so it doesn't have to be perfect!

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

4. Measure



Review your metrics on your chosen goal/s and compare it to the week before. What do you notice?

Which posts performed the best?