## CMF FMC

## Appendix C

**MOST COMMONLY USED METRICS FOR SOCIAL MEDIA**

| Indicators | Definition | Facebook metric | Twitter metric | Notes |
|---|---|---|---|---|
| **Reach** | Reach measures the spread of a social media conversation, i.e. how far a project name has moved across the Web and how many eyes have seen it.<br><br>The number of unique individuals (unduplicated) who have seen any content associated with a specific project within a defined period of time. | The number of Facebook users who were reached in the last X days. (not all your fans see all your posts) | Total number of followers. | The more accurate way to look at numbers of this nature is as *potential* reach, as you'll never have all of those people paying attention to you simultaneously.<br><br>A large audience is good, but reach alone does not tell you everything. Reach becomes very powerful when compared to other metrics (engagement, amongst others). |
| **Awareness** | How social media contributes to getting a project known. | Metrics for Tracking Project Awareness on Facebook:<br><br>- Mentions<br><br>- Reposts<br><br>- Number of visits to your platform from Facebook<br><br>-New likes / fans | Metrics for Tracking Project Awareness on Twitter:<br><br>- Mentions<br><br>- Retweets<br><br>- Number of visits to your platform from Twitter<br><br>- Hashtags<br><br>- New Followers | |

| Indicators | Definition | Facebook metric | Twitter metric | Notes |
|---|---|---|---|---|
| **Engagement** | The engagement rate shows an average percent of your community that interacts with your posts. | Number of likes, comments, reposts and mentions your project received within a certain period of time. | Number of replies, retweets and mentions your project received within a certain period of time. | |
| **Loyalty** | Loyalty measurements include the number of comments and interactions, sign up on sites, and the number of friends and followers. Individually, none of these items show loyalty, but looking at them collectively provides loyalty insights. | Number of visitors coming on your platform from Facebook who came back within 30 days / total number of visitors on your platform coming from Facebook | Number of visitors coming on your platform from Twitter who came back within 30 days / total number of visitors on your platform coming from Twitter | |

Sources :

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