

- Audience Demographics: Characteristics of a specific group of users, such as age, gender, location, interests, etc.
- Benchmarks:
- Click-Through Rate (CTR): Percentage of users who clicked on a specific link or advertisement
- Comment rate: The percentage of users who leave a comment on a specific social media post.
- Cost Per Click (CPC): What you pay per click on a sponsored social media post, like a banner ad. CPC is helpful when determining if your investment is worth continuing.
- Conversion Funnel: The steps a user takes to complete a specific action, such as making a purchase or signing up for a newsletter.
- Conversion Rate: Percentage of users who take a specific desired action, such as making a purchase or filling out a form
- Engagement: Interactions between users and social media content, such as likes, comments, shares, etc.
- Engagement Rate: Percentage of users who engage with a specific piece of content
- Follower Growth: Increase in the number of followers on a social media account over time
- Hashtag Analytics: Analysis of the usage and performance of specific hashtags on social media
- Influencer Marketing: Promotion of a product or service through individuals with a large following on social media
- Influencer Score: Measurement of an influencer's ability to engage and influence their audience
- Key Performance Indicators (KPIs): Metrics used to measure the success of a social media marketing campaign
- Keywords: Certain words that search engines identify and target based on what audiences are searching for. You can track keywords using platforms such as Google Analytics
- Like Rate: Percentage of users who like a specific piece of content
- Mentions: Instances of a specific social media account being mentioned or tagged in a post or comment
- Organic Reach: Number of users who see a specific piece of content without paid promotion
- Paid Reach: Number of users who see a specific piece of content through paid promotion
- Post Reach: Number of users who see a specific piece of content
- Posting frequency: The average number of posts shared per day
- Referral Traffic: Traffic to a website generated from social media sources
- Return on Ad Spend (ROAS): Measurement of the return on investment for a specific advertising campaign
- Social Listening: Monitoring of social media conversations and mentions to gather insights and respond to user feedback
- Social Media ROI: Return on investment for social media marketing efforts

- **Social Media Benchmark:** An average result that serves as a standard by which other businesses in the same industry or category can be measured or judged. Think of it as the level of social media performance all businesses within a category should try to reach or exceed.
- **Target Audience:** Specific group of users that a social media marketing campaign is aimed at reaching
- **Top Performing Content:** Most successful or popular pieces of content on social media, as measured by engagement and reach
- **User-Generated Content (UGC):** Content created and shared by users, such as reviews, comments, and photos
- **Viral Reach:** Number of users who see a piece of content that has been shared and re-shared multiple times on social media