



Lamphills' Social Media Analytics Checklist

This comprehensive checklist guides you through the essential metrics to track, including impressions, reach, engagement rate, CTR, and conversions.

- Impressions:** This tracks the total number of times your content is displayed, whether it was clicked or not. It helps you understand the potential reach of your content and brand visibility.
- Reach:** This tracks the unique number of users who saw your content. It provides insight into how many people are exposed to your content.
- Engagement Rate:** The percentage of people who engaged with your content out of those who saw it. This includes likes, shares, comments, and other interactions. It indicates how effectively your content resonates with your audience.
- Click-Through Rate (CTR):** This tracks the percentage of users who clicked on a link in your content compared to the total number of impressions. It helps measure the effectiveness of your calls to action and the relevance of your content.

- Conversions:** This tracks the number of users who completed a desired action, such as purchasing, signing up for a newsletter, or downloading a resource. It shows the direct impact of your social media efforts on your business goals.
- Follower Growth Rate:** This tracks the rate at which your social media following grows over a specific period. It indicates how well your content attracts new followers and retains existing ones.
- Audience Demographics:** The age, gender, location, and interests of your audience. It ensures your content reaches and resonates with the right target audience.
- Content Performance:** This tracks the performance of individual posts, including likes, shares, comments, and overall engagement. It helps identify which types of content are most effective and can inform future content strategies.
- Social Share of Voice (SOV):** This tracks the percentage of mentions your brand receives compared to your competitors. It measures your brand's visibility in the market and competitive positioning.
- Response Time:** This tracks the average time it takes for your brand to respond to comments, messages, or mentions on social media. It impacts customer satisfaction and can enhance your brand's reputation.