

Social Media Metrics Checklist



Hello,

Tracking the right social media metrics is crucial for understanding your digital presence and ROI. This comprehensive checklist helps you monitor key performance indicators (KPIs) across all major social platforms, ensuring you're capturing meaningful data to drive your social media strategy.

Use this guide to establish baseline measurements, track growth, and make data-driven decisions.

AUDIENCE GROWTH & ENGAGEMENT METRICS

Audience Size

- Total followers/subscribers per platform
- Net follower growth rate
- Audience growth percentage month-over-month
- Demographic breakdown of followers
- Geographic distribution of audience

Engagement Metrics

- Post engagement rate
- Average likes per post
- Average comments per post
- Average shares/retweets
- Saves/bookmarks
- Story views and completion rate
- Profile visits
- Click-through rate (CTR)

CONTENT PERFORMANCE METRICS

Post Performance

- Best performing content types
- Peak posting times
- Post reach
- Post impressions
- Video views
- Video completion rate
- Average watch time
- Hashtag performance

Content Engagement Analysis

- Engagement by content type
- Engagement by time of day
- Engagement by day of week
- Top performing hashtags
- Caption length performance
- Media type performance (image vs. video vs. text)

BUSINESS IMPACT METRICS

Website Traffic

- Click-through to website
- Social media referral traffic
- Bounce rate from social traffic
- Time on site from social visitors
- Pages per session from social visitors

Conversion Metrics

- Lead generation from social
- Social media conversion rate
- Cost per lead from social
- Sales attributed to social media
- ROI per platform

PAID SOCIAL PERFORMANCE

Ad Metrics

- Ad spend per platform
- Cost per click (CPC)
- Cost per mille (CPM)
- Click-through rate (CTR)
- Cost per conversion
- Ad engagement rate
- Ad reach
- Frequency
- Relevance score

COMPETITIVE ANALYSIS

Competitor Tracking

- Competitor follower growth
- Competitor engagement rates
- Share of voice
- Content strategy comparison
- Posting frequency comparison
- Response time comparison

TIME BASED REVIEW CHECKLIST

Monthly Review Checklist

- Review all KPIs against previous month
- Document significant changes or trends
- Update content strategy based on top-performing posts
- Analyze audience growth patterns
- Review and adjust posting schedule
- Update competitive analysis

Quarterly Analysis Checklist

- Compare performance across all platforms
- Review and adjust social media goals
- Analyze long-term trends
- Assess resource allocation
- Update buyer personas
- Review and optimize paid strategy