



your guide to understanding **SOCIAL MEDIA METRICS**

Here's a few key terms you'll see when looking at your social media analytics:

REACH:

The total number of unique users who saw your content.

IMPRESSIONS:

The number of times your content was displayed (one user may see the same post multiple times, increasing impressions but not reach).

ENGAGEMENT:

The total number of interactions (likes, comments, shares, clicks) on a post.

CLICK-THROUGH RATE (CTR):

The percentage of people who clicked on a link after seeing your post or ad.