

SOCIAL MEDIA KPI / INTERACTION METRICS | GUIDE

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1. **Alerts** (register and response rates / by channel / CTR / post click activity)
 2. **Bookmarks** (onsite, offsite)
 3. **Comments**
 4. **Downloads**
 5. **Email subscriptions**
 6. **Fans** (become a fan of something / someone)
 7. **Favourites** (add an item to favourites)
 8. **Feedback** (via the site)
 9. **Followers** (follow something / someone)
 10. **Forward to a friend**
 11. **Groups** (create / join / total number of groups / group activity)
 12. **Install widget** (on a blog page, Facebook, etc)
 13. **Invite / Refer** (a friend)
 14. **Key page activity** (post-activity)
 15. **Love / Like this** (a simpler form of rating something)
 16. **Messaging** (onsite)
 17. **Personalisation** (pages, display, theme)
 18. **Posts**
 19. **Profile** (e.g. update avatar, bio, links, email, customisation, etc)
 20. **Print page**
 21. **Ratings**
 22. **Registered users** (new / total / active / dormant / churn)
 23. **Report spam / abuse**
 24. **Reviews**
 25. **Settings**
 26. **Social media sharing / participation** (activity on key social media sites, e.g. Facebook, Twitter, Digg, etc)
 27. **Tagging** (user-generated metadata)
 28. **Testimonials**
 29. **Time spent on key pages**
 30. **Time spent on site** (by source / by entry page)
 31. **Total contributors** (and % active contributors)
 32. **Uploads** (add an item, e.g. articles, links, images, videos)
 33. **Views** (videos, ads, rich images)
 34. **Widgets** (number of new widgets users / embedded widgets)
 35. **Wishlists** (save an item to wishlist)

Source: <https://econsultancy.com/blog/4887-35-social-media-kpis-to-help-measure-engagement>

