

# 2025 Social Media Metrics Scorecard

Use this reference to track performance, identify opportunities and tie social media activity to business outcomes.

## 1. Engagement Rate

**Formula:**  $(\text{Total Interactions} \div \text{Total Followers or Reach}) \times 100$

**Track:** Likes, comments, shares, saves

**Why it matters:** Shows relevance, not just reach. Signals trust and audience alignment.

**2025 Benchmark:** TikTok 2.5%, Instagram 0.45%

## 2. Video Completion Rate (VCR)

**Formula:**  $(\text{Complete Views} \div \text{Total Plays}) \times 100$

**Track:** Full video views, drop-off points

**Why it matters:** Measures storytelling impact and audience retention.

**2025 Insight:** Strong VCR correlates with higher conversion rates.

## 3. Social Share Of Voice (SSoV)

**Formula:**  $(\text{Your Mentions} \div \text{Total Industry Mentions}) \times 100$

**Track:** Direct + indirect brand mentions

**Why it matters:** Measures brand relevance in industry conversations.

**Tip:** Monitor quarterly to identify spikes or slowdowns.

## 4. Click-Through Rate (CTR)

**Formula:**  $(\text{Clicks} \div \text{Impressions}) \times 100$

**Track:** Post clicks, story link taps, swipe-ups

**Why it matters:** Indicates alignment of message, creative, and offer.

**2025 Signal:** Declining CTR = content fatigue.

## 5. Conversion Rate

**Formula:**  $(\text{Conversions} \div \text{Clicks}) \times 100$

**Track:** Purchases, signups, downloads

**Why it matters:** Connects social activity to business results.

**Must-track for:** Paid campaigns and performance reporting.



## 6. Customer Satisfaction Score (CSAT)

**Formula:**  $(\text{Positive Responses} \div \text{Total Responses}) \times 100$

**Track:** Post-interaction surveys via DMs, comments

**Why it matters:** Direct read on brand sentiment from social audiences.

**Platform Note:** TikTok US CSAT avg = 78

## 7. Impressions Vs. Reach

**Formula:** Impression = # of views; Reach = # of unique viewers

**Track:** Repetition vs. audience growth

**Why it matters:** Shows how often content is viewed and by how many people.

**Best practice:** Use both to gauge message saturation.

## 8. Sentiment Analysis

**Method:** Use social listening tools to label mentions (Positive, Neutral, Negative)

**Track:** Comment tone, reviews, influencer feedback

**Why it matters:** Adds emotional layer to engagement and share metrics.

**Tool Tip:** Look for trends in spikes or shifts.

## 9. Profile Visits

**Track via:** Platform analytics (TikTok, Instagram, LinkedIn)

**Why it matters:** Early sign of intent and discovery. Often correlates with follower growth.

**Optimization Tip:** Keep bios clear, CTAs visible, and top content pinned.

## 10. Follower Growth Rate

**Formula:**  $[(\text{New Followers} - \text{Starting Followers}) \div \text{Starting Followers}] \times 100$

**Track:** Week-over-week or month-over-month

**Why it matters:** Indicates content traction and brand momentum.

**Platform Tip:** Tie spikes to specific content or campaigns.



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