



## **Social Media Metrics That Matter Guide**

Use this guide to focus on the metrics that move the needle in your business—not just the ones that boost your ego. Track these weekly or monthly to build a stronger strategy that brings real results.

### **1. Engagement Rate**

- **What It Is:** % of people who interact with your post (likes, comments, shares, saves) compared to how many people saw it
- **Why It Matters:** Shows how interesting or valuable your content is
- **Track It On:** Instagram, Facebook, LinkedIn

 *Goal:* Aim for 1-3% minimum. 5%+ = 🔥 content

### **2. Saves & Shares**

- **What It Is:** How often people save your posts or share them to others
- **Why It Matters:** Indicates high-value, evergreen content your audience wants to reference or spread
- **Track It On:** Instagram, Pinterest, LinkedIn

 *Tip:* Turn these posts into freebies, lead magnets, or blog topics

### **3. Click-Through Rate (CTR)**

- **What It Is:** % of people who clicked your link after seeing your post
- **Why It Matters:** Measures how compelling your call-to-action (CTA) is
- **Track It On:** Instagram (bio), Facebook, LinkedIn, Pinterest

 *Goal:* Test different CTAs and see what gets the most clicks



#### ✓ 4. Website Referral Traffic

- **What It Is:** Visitors who land on your website from your social media profiles
- **Why It Matters:** Shows that your social content is leading people into your ecosystem
- **Track It On:** Google Analytics (Acquisition > Social)

→ *Tip:* Use UTM links to track which post sent the traffic

#### ✓ 5. Conversions from Social

- **What It Is:** Actions like purchases, sign-ups, or downloads that came from your social media content
- **Why It Matters:** Proves the ROI of your efforts
- **Track It On:** Website analytics + Meta Pixel or LinkedIn Insights Tag

→ *Pro Move:* Know your cost per lead or cost per sale

### ⊘ Metrics to Deprioritize

Metric	Why It's Overrated
Follower Count	Doesn't equal engagement or revenue
Impressions	Doesn't mean anyone actually noticed
Reach	Good for awareness, but not action
Likes	Passive metric—not always meaningful



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## **Action Checklist**

- ✓ Set baseline metrics this month
- ✓ Choose *one* metric to improve next month
- ✓ Create content inspired by your best-performing post
- ✓ Add clear CTAs to at least 50% of your posts
- ✓ Review analytics at the same time each week/month

**Reminder:** You don't need more followers. You need the right content for the right people—  
with the right action at the end.