

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.



Engagement Rate

% 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, Pinterest, LinkedIn

Goal: Aim for 1-3% minimum. 5% for viral content



Saves & Shares

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 (bio), Facebook, LinkedIn

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



Click-Through Rate (CTR)

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



Website Referral Traffic

Visitors who land on your website from your social media profiles

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



Conversions from Social

Actions like purchases, sign-ups, or downloads that came from your social media content

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



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