# Social Media Metrics to be Mindful Of:



### Impressions:

- [ ] The number of times your content was displayed on a screen.

### Reach:

- [ ] Total number of people who have seen your content.

### Post Likes or favorites:

- [ ] Positive reactions to your content.

### Comments:

- [ ] Users commenting and conversing on your post.

### Clicks:

- [ ] Post or link clicks.

### Mentions:

- [ ] Someone interacting with you or your brand.

### Reposts or retweets:

- [ ] Snaring of your content.

### Page Likes and unlikes:

- [ ] Number of people following your page, Facebook.

### New followers:

- [ ] Similar, but for Twitter.

### Website visits:

- [ ] Number of sessions on your website from a referral source.

### Page views:

- [ ] The number of pages a user is viewing on your website.

### Website session durations:

- [ ] How long someone's on your website.

### Bounce rate:

- [ ] The percentage of users that navigate away from your website after viewing only one page.

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