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SOCIAL

Social Media Engagement Tracker

Find the Perfect Social Media Mix
for Your Marketing Strategy

If you've ever been sick in bed and seen pictures from a party you were invited to on social media, you've experienced the pain of 🙁FOMO 🙁 or the fear of missing out.

It never feels great to be left out of a conversation or event you feel you deserve to be a part of. On social media, a company or brand often feels FOMO when they're struggling to create an online presence, but can't figure out the right way to participate in the conversation. However, there's an easy solution that helps keep your social media in the mix for your target audience: a social media engagement tracker.

Tracking your social media marketing is important, and tracking your engagement is especially important when it comes to determining the right social media marketing mix to use. A tracker can help you pinpoint precisely what works, what needs to be changed, and who engages with your content. Follow these steps to create a social media engagement tracker to stay relevant to the conversation and 🙌never feel company FOMO again. 🙌

A social media engagement tracker: the Whats and Whys

Generally, a social media engagement tracker is designed to help you understand how your audience is interacting with your brand. This could be in service of a number of goals:

- Creating the right type of content that helps your viewers

- Building better relationships with customers by engaging with them quickly when they comment on your socials

- Educating potential customers on your product and how it helps them

Understanding your target audience is one of the most significant benefits of creating a social media engagement tracker. If you've already done the heavy lifting of identifying your target audience, then that's great. But consider this: sometimes your target audience for a product or company shifts over time. When you implement a social media engagement tracker, though, you can keep an eye on trends in your users. Make sure that your tracker includes demographic information such as:

- Age

- Income

- Occupation

- Gender

- Relationship Status

- Level of education

A social media engagement tracker doesn't just show you who your audience is. It can give you a window into your customers' feelings and thoughts on your product:

- **Pinpointing customer attitude:** All of the engagement data in one place helps you better read patterns of positive or negative reviews. This helps you figure out how to improve your product or service and zone in on issues in your marketing that you need to address.

- **Identifying major errors:** Engagement tracking lets you handle complaints right away and fix them before they go viral.

- **Directly communicating with customers:** If a customer leaves a bad review or has an issue with their product, you can step in and solve the problem right there. If you receive positive reviews, thank customers—and you can even go as far as following and liking content for your faithful customers if that aligns with your brand and social media strategy.

How to create a social media engagement tracker

A social media engagement tracker works as a specific marketing report that hones in on critical engagement metrics.

While you can track metrics on your own, it's much easier to use software that tracks your social media data and calculates them. The right software outlines the following critical engagement metrics into actionable data in a custom dashboard to improve your social media content.

Whether you build out a DIY tracker or use dedicated software for reporting, make sure you look for the following metrics:

- **Impressions:** The number of people who saw your content online. This helps you understand the reach of your social media posts.

- **Engagement:** How many people like, comment, or share your social media content? The more engagement you have, the more people identify with your content.

- **Social Media Engagement Rate:** Compares the number of impressions with the number of engagements. An excellent social media post has a high social media engagement rate.

- **Audience Growth Rate:** Measures new followers for every social media post. This metric can highlight which types of content are driving growth—and which are discouraging it.
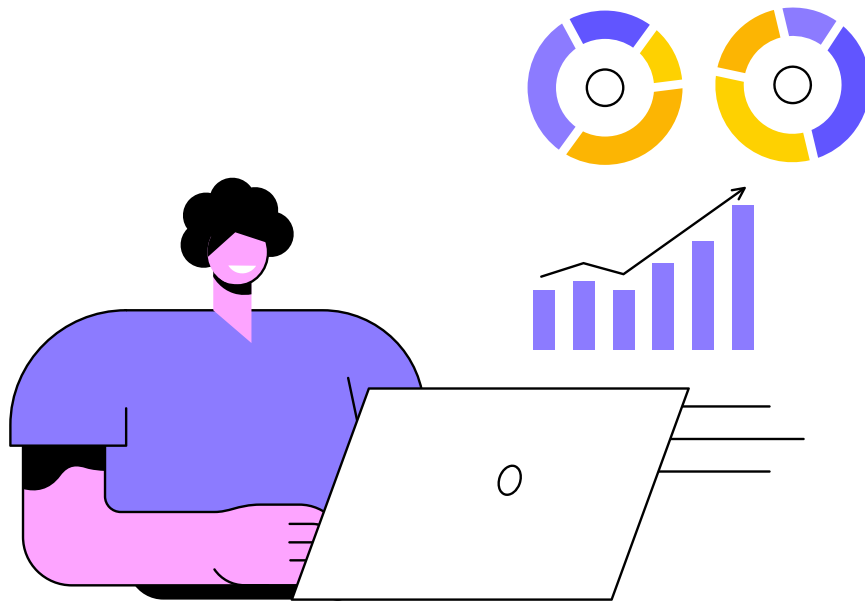
- **Social Media Conversion Rate + ROI Data:** This rate highlights whether your social media posts inspire customers to move further down your sales funnel. This could also follow a more general call to action you wanted from your post, like for customers to download a free template. This, alongside your ROI data, shows how much money you spent on a social media campaign versus how much revenue your company earned from it. Social media is a great way to drive client acquisition and purchases, and this metric helps you hone in on the right type of content to do so.

- **Engagement based on date + time posted:** You want to post your content when the majority of your audience is online. Engagement based on time and date posted shows you when your audience scrolls their socials the most, allowing you to refine your posting schedule.

- **Website traffic:** Website traffic can indicate growth is on the horizon, even if there's no acquisition or ROI. Use this metric to monitor if your social media content drives traffic to your website. This is a critical metric if your website is the most important element in your marketing strategy, then this is a critical metric.

How a social media engagement tracker informs your marketing decisions

Behind every successful marketing campaign is actionable data. Unless you have a solid blueprint with tried and true strategy, then your social media won't provide the results you're looking for. Here's how a social media engagement tracker can shape and inform your strategy.

Schedule posts when your audience is online based on previous follower engagement

To engage best, you want to schedule your posts for when your audience is online to maximize engagement.

Check engagement metrics to see when your target audience spends most of their time online. Then, plan your post, so you don't have to worry about posting at the exact right minute. Let software do it for you, so your workday remains uninterrupted.

Maximize engagement every time with Clearview Social's PeakTime™ AI that automatically posts content for you when your target audience surfs their socials.

Inform content marketing decisions based on what content people interact with

Don't plan your content marketing calendar out too far in advance. Allow yourself to look at your social media engagement tracker toward the end of every month to assess what types of content work best for your company. Then, create more of those types of content for the following month.

(However, it doesn't hurt to try out some new types of content every month. You may find a new type of video or post that your target audience enjoys even more.)

Get insight into how to position your product/services in the market

Every business possesses a unique selling proposition. By identifying your audience's interests through engagement metrics, you can figure out the right messaging and content types to make sure your value proposition comes across clearly.

Harness the power of your competitors

Use engagement metrics to track how your competitors are creating content on their social channels. You can track:

- The keywords they use

- What types of content they're making

- How your ideal client interacts with them

This information can be beneficial if you're just starting with content creation. The numbers can give you a jumping-off point on how to create and refine your social media strategy.

Create your own social media engagement tracker in seconds with Clearview Social

It's a complex task to calculate social media engagement metrics on your own, so leave it to the social media gurus at Clearview Social. Our employee advocacy software offers tools that are simple to learn and offer powerful results.

- **Custom metrics dashboard:** Create a social media engagement tracker in our customizable dashboard that offers robust analytics about your posts and their impact.

- **PeakTime™ AI:** Our AI uses your data to post content for you automatically when the majority of your target audience is online.

- **Article Queue:** Build a queue of content to be shared later, so you can plan out your whole month in one sitting.

If you need to up your visibility through social media, schedule a free demo with Clearview Social to start tracking engagement today.

Request Demo