

FREEBIE: 7 HELPFUL SOCIAL MEDIA MEASUREMENT EQUATIONS

As a takeaway, here is a list of all the equations discussed in this ebook. Feel **free to print** it or share it or put it in your back pocket for your next social media strategy meeting.

1 DETERMINE POTENTIAL REACH OF SOCIAL MEDIA

People who Shared Your Content + Their Networks = Potential Reach

2 VALUE OF FAN FROM SOCIAL MEDIA

$\frac{\text{Total \$ Value of Transaction Resulting from Conversations}}{\text{Actual Reach}} = \text{Value of Fan}$

3 DETERMINE \$ VALUE OF A FACEBOOK LIKE

$\frac{\text{Total revenue in a Month from Facebook traffic}}{\text{Total Number of Likes}} = \$ \text{ Value of Facebook Like}$

4 SHARE OF CONVERSATION

$\frac{\text{Posts discussing topic and your brand}}{\text{Posts discussing topic}} = \text{Share of Conversation}$

5 SOCIAL MEDIA ROI

$\frac{\text{Sales} - \text{Cost}}{\text{Cost}} \times 100 = \text{ROI}$

6 COST PER RESOLUTION

$\frac{\text{Daily Support Costs}}{\text{Average \# of Issues Handled Daily}} = \text{Cost per Issue Resolution}$

7 TIME SPENT RESOLVING ISSUES

$\frac{\text{Total Work Hours Resolving Issues in a Month}}{\text{Number of Issues Resolved in a Month}} = \text{Average Resolution Time}$

PRINT ME!