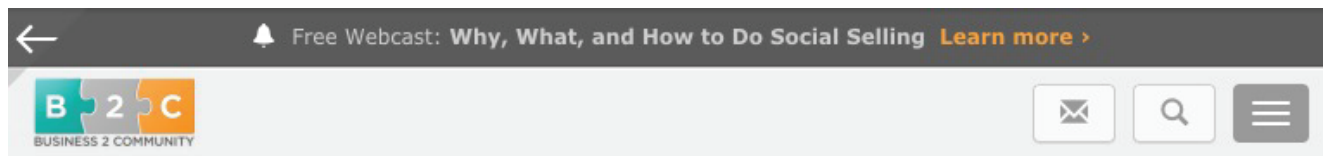


Step 1: "Like" Article



3 Reasons Why Social Media Engagement is a Crucial Metric

85 SHARES

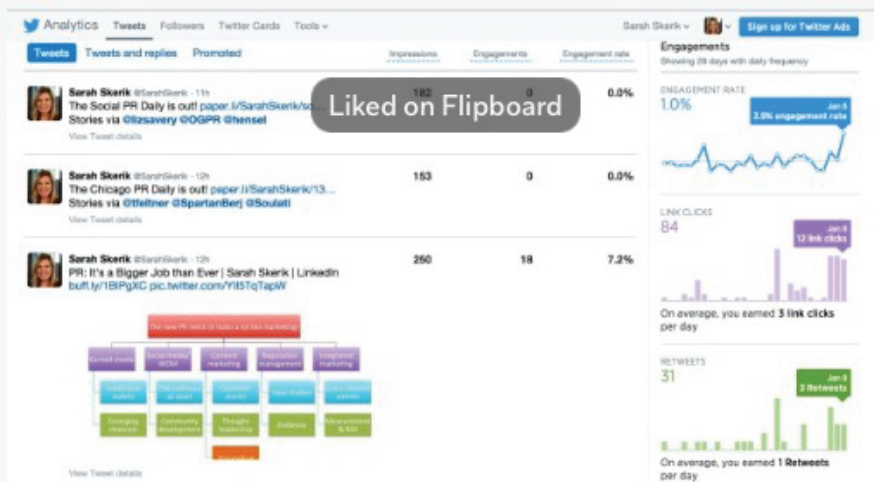


▲ Interesting

▼ Not Interesting

 Sarah Skerik

JANUARY 30, 2015 SOCIAL MEDIA 0




Twitter analytics reveal audience engagement per-tweet.

According to a paper published last month by Forrester, ([Want More Social Marketing Budget? Stop Measuring Social Engagement](#)) the engagement rates of social audiences following brands are under .01%, leading the author to conclude that "engagement isn't a useful social marketing success metric."

I actually had to read the article twice to convince myself I was reading it correctly, because in my experiences both as a social media lead and a digital marketer, engagement – specifically, the number of times members of my audience liked, shared, favorited, retweeted or commented upon the brand's content – was a number I watched closely.

To be fair, it is important split some hairs when it comes to the definition of organic social reach. There's no doubt that social networks are limiting (if not almost entirely quashing) the [reach of promotional content](#).

 Ian Warner 2 hours ago ♥ 1 like · 3 replays
in [Best of the best](#)

