Metigy + Social Status

Social Media Benchmark Report Q2 2021

April – June 2021

In this report

The spread of Covid-19 across the globe has impacted businesses immensely. Traditional bricks and mortar market places have shifted online. This dramatic digital migration has forced SMEs to seek new ways to market their businesses.

Many SMEs have for the first time launched an online presence. While many SMEs around the world are adapting to the rapid changes by utilising the digital tools available, some will struggle to make the digital transition.

Metigy and Social Status have partnered to help support SMEs across the globe as they pivot to digital-led marketing strategies. Together Metigy and Social Status have produced the **Social Media Benchmarking Report: Q2 2021**.

This report delivers guidance for SMEs on the metrics that matter when measuring the success of your digital campaigns.

The statistics in this report have been compiled from hundreds of thousands of social media posts published by brands and SMEs all around the world indexed by Social Status.

Unlike many other social media reports, the Social Media Benchmarking Report: Q2 2021 combines data with practical steps to grow their own metrics.

The goal of this report is to help educate and empower SMEs worldwide with reporting and actionable insights that not only drive results, but help save time, resources and money.

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ORR

Organic Reach Rate

Organic reach of a post divided by **followers**

It is effectively the percentage of followers who saw a post. All post-level ORR's are then averaged across Facebook Pages, Instagram Professional Profiles (Business & Creator) and LinkedIn Company Pages.

ORR is the best metric to gauge the **visibility** of your content among your followers.

Check your ORR with Social Status

Tips to increase your Organic Reach:

- Understand how the different platform algorithms favour one content format over another, such as videos are favoured by Facebook.
- Use popular #hashtags to increase the discoverability of your content.
- **Pro Tip:** Post your content from platforms, such as Metigy, which utilise AI to determine the times your audience is most engaged.

Try Metigy for free

ORR benchmarks are coming for Twitter and YouTube in Q3.

Disclaimer: This Data was collected from accounts posting through Metigy during Q2 2021.

VVR

Video View Rate

Videos views divided by **post reach**

It is effectively the percentage of people reached who watched the video. All post-level VVRs are then averaged across Facebook Pages, Instagram Professional Profiles (Business & Creator), YouTube Channels and LinkedIn Company Pages.

A 'video view' is 3-secs on Facebook, Instagram & LinkedIn.
A 'video view' on YouTube is determined by a number of different criteria.

VVR is the best metric to gauge the **success** of your video content in holding the viewers' attention.

Check your VVR with Social Status

VVR benchmarks are coming for Twitter in Q3.

Tips to increase your Video View Rate:

- Ensure you use a visually engaging thumbnail that both captures the attention of your audience and helps explain the video.
- Learn which format each platform favours; e.g. Instagram currently favours reels over standard videos.
- **Pro Tip:** Make sure your description is short, sharp and to the point. It's important to include popular search tems for YouTube and hashtags for Instagram.

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ER

Engagement Rate – Public

Public engagements on a post divided by **followers**

It is effectively the percentage of followers who interacted with a post. All post-level ERs are then averaged across Facebook Pages, Instagram Professional Profiles (Business & Creator), Twitter Profiles and YouTube Channels.

Public ER is the best metric to use for **competitor benchmarking** because it is based on publicly available engagements (e.g. likes, comments, shares).

Check your ER with Social Status

Public ER benchmarks are coming for LinkedIn in Q3.

Tips to increase your Public Engagement Rate:

- Engaging directly with your audience every time you post helps boost your engagement. It builds trust with your audience so they are more likely to comment and each of your comments is counted as an engagement, which increases your social media engagement rate.
- Posting consistently is one of the keys to success on any social media platform.
- **Pro Tip:** Use a social media scheduling tool that allows you to create content ahead of time and schedule it to go live whenever you want.

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ER

Engagement Rate – Private

Private engagements on a post divided by **reach**

It is effectively the percentage of people reached who interacted in any way with the post. All post-level ERs are then averaged across Facebook Pages, Instagram Professional Profiles (Business & Creator), Twitter Profiles, YouTube Channels and LinkedIn Company Pages.

Private ER is the best metric to gauge how well your content **engages** your audience.

For example, on Facebook there are 8 engagements (reactions, comments, shares, video views, photo views, clicks to play, link clicks, other clicks).

Check your ER with Social Status

Tips to increase your Private Engagement Rate:

- Make sure you're posting consistently and at the times when your audiences are most engaged.
- Engagement is a two-way street. The more you engage with your followers, the more you're likely to receive engagement back.
- **Pro Tip:** Use digital marketing tools like Metigy that provides AI-powered suggestions, such as when to boost your most engaged content.

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GR

Growth Rate – Monthly

The rate of **change in followers** on the **first day** of the month vs. the **last day** of the month

It is important to note since Growth Rate is just the rate of change between two numbers, this benchmark is based on a monthly time period.

GR is the best metric to gauge how well your social profiles are **growing** (i.e. gaining new followers).

Check your GR with Social Status

Tips to attract more followers:

- Ensure to use a mix of popular and niche hashtags to ensure your content is discoverable for people following those hashtags.
- Engage with accounts that have larger followings and are producing content on subjects similar to yours.
- **Pro Tip:** Use automated scheduling tools like Metigy's content creator so you can automate posting regular content, and at the optimal times.

Try Metigy for free

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CTR

Click Through Rate

Link clicks on a post divided by **reach**

It is effectively the percentage of people reached who clicked a URL on a post. All post-level CTRs are then averaged across Facebook Pages, Twitter Profiles, YouTube Channels and LinkedIn Company Pages.

CTR is the best metric to gauge how well your social content is **driving traffic** to your website.

Check your CTR with Social Status

Instagram does not support Link Clicks on posts.

Tips to increase your Click Through Rate:

- Understand your audience and use the targeting tools available to test the performance of different audience sets.
- Create an urgency to click with your copy.
- **Pro Tip:** Monitor your campaign results periodically and optimise (make changes) your budget towards the highest-performing content and ads.

Try Metigy for free

Metigy

The world's leading AI-powered digital marketing solution for SMEs

Metigy's marketing insights help you create high-quality content and a strategy that gets engagement, conversions and grows your audience.

Sign up now - it's free

Social Status

Automate your social media reporting

Social Status is a social media analytics & reporting tool covering all the main social media channels. Export boardroom-ready reports to CSV, PDF & PowerPoint in minutes, not hours.

Sign up now - it's free

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