

**Social Media Value Index Worksheet**

**Lookup Table**

		Rating	Percentage
Service	KPI 1		
	Twitter	1	20%
Importance Rank	Follower/Followee Ratio	2	15%
	10	3	15%
<b>% Weight</b>	<b>5%</b>	4	15%
		5	10%
		6	5%
Service	KPI 2	7	5%
	Twitter	8	5%
Importance Rank	Twinfluence Rating	9	5%
	3	10	5%
<b>% Weight</b>	<b>15%</b>		

**KPI = Key Performance Indicator**

Service	KPI 3
	Blog
Importance Rank	RSS Followers
	4
<b>% Weight</b>	<b>15%</b>

Service	KPI 4
	Blog
Importance Rank	Monthly Page Views
	5
<b>% Weight</b>	<b>10%</b>

Service	KPI 5
	Blog
Importance Rank	# of Monthly Comments
	8
<b>% Weight</b>	<b>5%</b>

Service	KPI 6
	FaceBook
Importance Rank	# of Group Members
	9
<b>% Weight</b>	<b>5%</b>

Service	KPI 7
	FaceBook
Importance Rank	# of Fans
	6
<b>% Weight</b>	<b>5%</b>

Service	KPI 8
	LinkedIn
Importance Rank	Group Discussion Postings/Comments Ratio
	7
<b>% Weight</b>	<b>5%</b>

Service	KPI 9
	Webcasts
Importance Rank	Average Attendees
	1
<b>% Weight</b>	<b>20%</b>

Service	KPI 10
	Overall Social Media Measure
Importance Rank	# of Leads Generated
	2
<b>% Weight</b>	<b>15%</b>