

Monthly Social Media Value Index Worksheet

KPI 1

Twitter	
# of Followers	1038
# of Followers/Followed	1007
Follower/Followee Ratio	0.97
5%	49

KPI 2

Twitter	
Twinfluence Reach	0.94
15%	141

KPI 3

Blog	
RSS Followers	500
RSS Followers Goal	2500
% to Goal	0.2
15%	30

KPI 4

Blog	
Monthly Page Views	550
Monthly Page Views Goal	5000
% to Goal	0.11
10%	11

KPI 5

Blog	
# of Monthly Comments	5
# of Monthly Posts	1
Comments to Posts Ratio	0.2
5%	10

Monthly Social Media Value Index	403
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KPI = Key Performance Indicator

KPI 6

FaceBook	
# of Group Members	250
# of Group Members Goal	1500
% to Goal	0.17
5%	8

KPI 7

FaceBook	
# of Fans	1225
# of Fans Goal	5000
% to Goal	0.245
5%	12

KPI 8

LinkedIn	
Monthly Group Discussion Postings	25
Monthly Group Comments to Postings	50
Discussion/Comments Ratio	0.5
5%	25

KPI 9

Webcasts	
Average Attendees	50
Average Attendees Goal	150
% to Goal	0.33
20%	66.67

KPI 10

Overall Social Media Measure	
# of Leads Generated	25
Lead Generation Goal	75
% to Goal	0.33
15%	50