

Media Value by Topics

Media Value measures the weighted impact of interactions (likes, retweets, shares, etc.) across the mainstream social networks — Twitter, Facebook, Instagram, and YouTube — by topic. The weights are based on approximate value (to the brand or relative to paid efforts) of each individual interaction. The weighted values are typically based on ad unit values.

As a result, Media Value is most often used in a Campaign Tracking use case, allowing tracking of viral messages alongside paid efforts.

Topics	Number of posts ⓘ	Instagram ⓘ	Youtube ⓘ	Facebook ⓘ	Twitter ⓘ	Total
Urban Decay	14616	\$ 444,219	\$ 2,835,352	\$ 7,325	\$ 2,799	\$ 3,289,695
Armani	62	\$ 21,965	\$ 0	\$ 0	\$ 294	\$ 22,259
MAC	2669	\$ 85,290	\$ 56,932	\$ 1	\$ 168	\$ 142,391
Maybelline	3336	\$ 491,207	\$ 146,273	\$ 841	\$ 50	\$ 638,371
Fenty Beauty	8567	\$ 696,682	\$ 1,213,589	\$ 7,690	\$ 2,971	\$ 1,920,932
Kylie Cosmetics	3110	\$ 204,637	\$ 931,197	\$ 205,595	\$ 78,464	\$ 1,419,893

Because brands are willing to pay for promoted social performance (e.g., valuing a YouTube view at \$0.03), it's possible to measure the value of organic social content. For example, if a given video generates 5,000 views at \$0.03/view, it generates \$150.00 of Media Value.

Another use for Media Value is justifying social spend. With social monitoring, the total views or other interactions of any video, it is possible to determine ROI of a given brand. Brands can determine if they are getting positive value from influencers or campaigns.

Calculations

Media Value can be customized in *dashboard setup*.

Custom Media Value

Select your preferred currency \$ ▼

 Facebook

 Angry	-0.7	\$	 Comments	1	\$	 Haha	0.3	\$
 Likes	0.3	\$	 Love	0.3	\$	 Sad	0.1	\$
 Shares	1	\$	 Views	0.05	\$	 Wow	0.3	\$

 Instagram

 Comments	1	\$	 Likes	0.3	\$	 Views	0.05	\$
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 Twitter

 Favorites	0.3	\$	 Retweets	1	\$
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 YouTube

 Comments	1	\$	 Dislikes	-1	\$	 Likes	0.3	\$
 Views	0.05	\$						

The ability to customize is important due to the fact that interaction values vary depending on business, geography, use case, and content being measured.