

Hello!

To build meaningful Reports, you need to build meaningful widgets. To build meaningful widgets, you need to understand what you are measuring. With that purpose in mind, in this article, we will define some of the various data dimensions you can select from within the widget builder.

Volume

This one is key to understand and rather simple. Volume measures the total number of mentions. You can group Volume by various dimensions, such as keywords, URLs, Topics, Subtopics, publisher categories, time periods, etc.

Interactions (total)

Interactions are broadly defined as audience communication against a social post. Interactions are platform-specific, meaning that each social platform has its own unique interaction data. Twitter interactions include Likes, Replies and Retweets against a Tweet. Facebook interactions include Likes and interactions, Comments and Shares against a Facebook Post. You can group the Interaction Total across any number of dimensions, such as Topics, Subtopics, Collections, Keywords, etc. Based on your 'Grouped by' selection, the Interaction Total is simply a summation of all the engagement data within that group.

Interaction Data by Social Platform

Within the 'Data Selection' 'Display' dropdown, you'll notice specific interaction data by social platform. For example, Likes (IG) or View (YT).

- IG stands for Instagram. You can select Instagram Likes, Comments, and Views.
- FB stands for Facebook. You can select Facebook Likes, Comments, Views, and Shares.
- TW stands for Twitter. You can select Twitter Likes, Replies, and Retweets.
- YT stands for YouTube. You can select from Likes, Dislikes, Comments, and Views.

Interactions Average

The interactions average looks at the total number of interactions divided by the total number of posts. Within Synthesio, you can look at Interaction Averages across multiple platforms and dimensions. For example, you could look at the Interactions Average for a given Topic across each social platform (Twitter, Facebook, Instagram, YouTube).

Engagement rate average

The engagement rate for a given post is calculated by adding up all the engagement against that post and dividing by the number of followers (Twitter and Instagram), fans (Facebook) or views (YouTube). As you can see, the denominator depends on the social platform. **The Engagement rate average** is calculated by adding up all the engagement rates per post in a given data-set and then dividing by the total posts in the data-set.

Engagement rate (min)

The Engagement Rate Min looks at the post with the lowest engagement rate within the selected data-set. In the screenshot example below, the engagement rate min is grouped by topic over the past 30 days.

Engagement rate (max)

The Engagement Rate Max look at the post with the highest engagement rate within the selected data-set. In the screenshot below, we are looking at the engagement rate max grouped by topic over the past 30 days.

Potential impressions (total)

Potential impressions is based on the total number of followers who could have seen a given post (e.g.; Facebook Page followers). If a social account or page published more than one post, the number of followers is counted that many times (i.e.; an account with 200 followers puts out 3 posts, thus potential impressions = 600).

Potential impressions (average)

The Potential Impression Average is calculated by dividing potential impressions by the number of posts. This is not useful when looking at one publisher, but it is useful when looking at *multiple* publishers. Let's use an example and illustrate the difference between Potential Impressions and Potential Impressions Average:

- Let's assume Kanye West has 10k followers and posts 3 times. Let's assume Kim Kardashian has 2k followers and posts 5 times.
- Potential Impressions equals 40k when we group the two together. Kanye West amasses 30k impressions, as we multiple 10k followers by 3 posts. Kim Kardashian amasses 10k impressions, as we multiple 2k followers by 5 posts. We then add them up.
- Thus, when we calculate the Potential Impressions Average, we merely divide the Potential Impressions Average by the total number of posts across the two publishers. In this case, we divide 40k by 8 posts to get 5k.

Media Value (total)

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 the approximate value (to the brand or relative to paid efforts) of each individual interaction. The weighted values are typically based on ad unit values. You, the User, assigns Media Value within the dashboard setup.

Ratings (average)

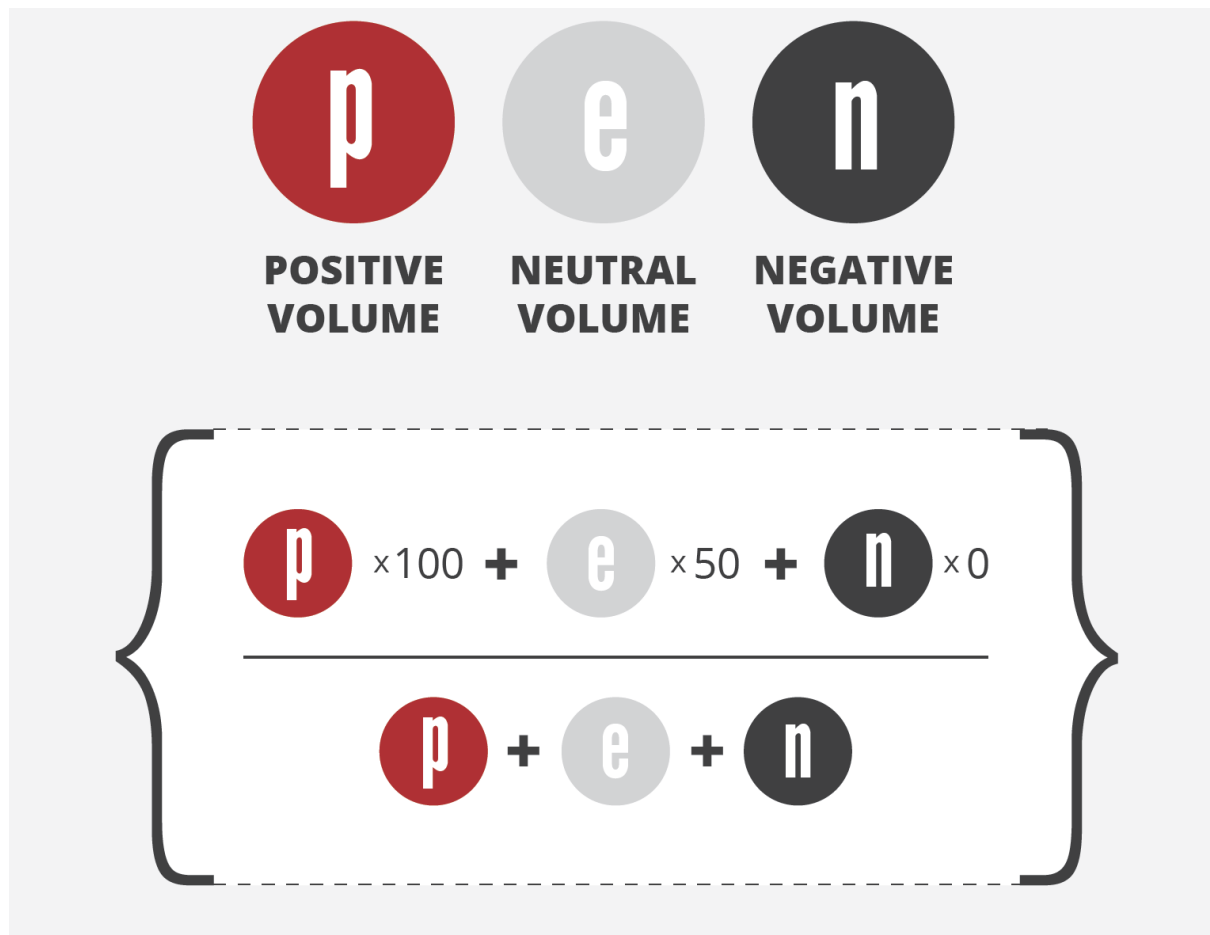
The Ratings average looks at various consumer reviews and consumer rating websites, like Amazon. The Ratings average is calculated by normalizing all of the various rating scales on a standard 0 to 100 scale. As an example, for a 0 to 5 rating scale, a rating of 4 is normalized to a score of 80 on a 100 scale. After normalizing, the rating scores are added together and divided by total number of ratings.

SRS - Social Reputation Score ([click here](#) for detailed SRS metrics)

Social Reputation Score (SRS) is a business-facing metric that measures overall sentiment around your brand on the social web. On a scale of 0-100, a high SRS indicates a large share of positive mentions around your brand, while a low SRS indicates a large share of negative mentions. The Social Reputation Score allows organizations to understand how they compare to their competitors within their markets, and against other markets, by analyzing customer satisfaction in real-time. Brands use SRS as a business metric for Customer Satisfaction, as well as for industry benchmarking, competitive analysis, campaign measurement, and crisis monitoring.

SRS by volume (total)

The volume rating formula factors volume and sentiment of posts to give a holistic picture of the overall feeling toward a brand as expressed via online channels. It's calculated on the total volume of mentions.



SRS by net sentiment (total)

The Net sentiment rating formula factors volume and sentiments of posts with a focus on only positive and negative posts. It's calculated by the difference between positive and negative mentions.

$$50(P - N / P + N) + 50$$

Authors (total)

Authors represent the actual social media users who are writing and generating social posts. An author tweets a tweet or posts a Facebook status. An author can be an actual person or individual, like an Instagram Influencer. Or, an author can represent a brand, like Disney's official Facebook page or Twitter account.

Image Widget

Customize your Reports pages with your own images such as brand logos, product illustrations, graphics from internal tools, etc. for different use cases. Image widgets can be moved around and resized as any other widget.