

The Periodic Table of Social Media Analytics

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Content Terms

Social Media Terms

Advertising Terms

Vanity Metrics

Customer Service Metrics

Audience Metrics

Analytic Terms

Social Networks

Blog																					Dashboard	Comparison
RSS Feed																					Predictive Analytics	Hashtag Engagement
Publishing	Average Reply Time																				Conversion Rate Optimization	Engagement Score
Content Strategy	Response Rate	Audience	Virality	Estimated Minutes Watched	Board	Conversations	App	Monthly Active Users	Frequency	Daily Active Users	Tailored Audiences	Targeting	Audience Retention	Measure	Data	Pixel Tracking	Graph	Rate				
Timing	Timezone	Sentiment	Average Video Views	Dislikes	Uploads	Graph Search Algorithm	Channel	Instagram Filter	Connections	Activity	Boosting	Content Pillars	Traffic	Reach	Benchmarks	Sector	Chart	Rank				
Call to Action	Customer Service	Impression	Annotations	Pre Roll Campaigns	Acquired Followers	Lookalike	Pin Source	Ad Manager	Feed	Analyze	Timeline	ROI	Clicks	Bounce Rate	Custom Audiences	Spike	Cost Per Acquisition	Channel Intelligence				
Graphic	Reply Type	Check-ins	Sponsored	Average View Duration	Playlists	Page	Cover Photo	Followees	Influencers	Hashtag	Twitter Cards	Click Through Rate	Strategy	Display Ads	Devices	Cost Per Click	Report	Monitoring				
Stories	Reply Rate	EdgeRank	Pin/Repin Ratio	Organic	Contests	Video	Interactions	Admin Post	Fan Post	Tweet	Network	Promotion	Campaigns	Creatives	Conversion	Cost Per Action	Listening	Median				

Mentions	Retweet	Fans	Re-Pin	Favorite	Comment	Followers	Subscribers	Like	YouTube Likes	Growth Rate
Mn	Re	Fa	Ri	Fv	Co	Fo	Su	Li	Yi	Ge
Reply	Share	Pin	Facebook	Vine	Instagram	LinkedIn	Pinterest	YouTube	Twitter	Google+
Rp	Sh	Pi	F	V	I	L	P	Yt	T	G

unmetric  

***The only Social Media Intelligence
Platform Focussed on Brands.**