Reach

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Reach is a number assigned to a piece of content which is designed to estimate how many different individuals are likely to have seen that content, by translating whatever metrics may be attached to a given post into a value which is comparable across content sources.

The available metrics vary according to content source and are outlined below.

Content Source	Measure of Engagement
Instagram	Likes, comments
Facebook	Reactions, comments, shares
X (Twitter)	Reposts (retweets), replies, followers of reposters (retweeters), followers of author

Others (blogs, forums, news etc.)	Average site visitors, average engagement, monthly visitors

Reach is heavily influenced by post engagement and traffic for the author or site in question. Our proprietary algorithm then uses each of the available metrics and applies various (content source specific) assumptions, based on previous, observed behavior, to infer how they may translate into the number of individuals that are likely to have seen a given post.

It is not necessarily true that everyone who follows you sees your post, or that everyone who sees your post follows you, so adjustments must be made to account for this and also to factor in the degree to which increased post engagement influences the final reach value.

Example

In order to improve understanding of the processes involved please consider the following example, in this case using X (Twitter) as the content source:

Suppose a piece of content is shared on X (Twitter) by an author with 5000 followers. It has so far gained 2 replies and has been reposted by 1 person with 3500 followers. We must now estimate the amount of people who are likely to have seen this content.

This number of people will be significantly lower than the sum of poster and sharer followers because we know that a post with this kind of engagement won't be prioritized in all followers' feeds.

We can also be confident that number of people will be higher than for a post from the same author that doesn't have any engagement as we also know that any engagement will lead to a higher priority on followers' feeds.

Visibility will be further increased by the extra exposure that this engagement inevitably produces. For example, a particular account that doesn't that doesn't follow the original poster (tweeter) may follow the reposter and gain exposure to the post that way.

We therefore need to estimate how many, on average, of the posters followers normally see a post and take into consideration how this increases if this post has a like or a comment and how this changes if a piece of content is shared. We then consider the observed metrics of the post in question (2 comments, 1 repost) and apply some scaling to reflect this relative

engagement. Our algorithm assigns a value to this and adjusts the reach accordingly. It also takes into account how the different sites prioritize content on their platforms.

Note that a reach of zero is not unlikely for a post by an author with a low number of followers; reach is an estimate not an exact count.

The algorithm is not overly reliant on follower count alone.

For example, it's quite reasonable to assume that a post by an author with only 30 followers has not been seen by anyone. When a post is reposted or replied to, its reach starts to increase, particularly if the reposters/commenters have high follower counts.

Please note the important distinction between **Impressions** and reach. Impressions is a metric that only applies to X (Twitter) and is a measure of the potential number of times a post may have been seen. Reach is comparable across all content sources and is an estimate of how many people have actually seen the mention.

Reach in Dashboards and Explore

The reach metric is applied to mentions, authors and sites so you will find it in various components in your dashboards. It is represented in three different ways depending on the component chosen.

- Reach as defined above.
- Average reach — the average reach of the mentions from that source (site or author).
- Aggregate reach — the sum of the reach scores for all individual mentions over a given time period.

Here is a table showing which version of reach is used in each component;

	Component
Reach	Mention List
	Image Wall
	Single Mention View (displays reach where

available)

Average Reach

Top Authors

Top Posters

X (Twitter) Audience

Facebook Audience

Facebook Posts

Top Sites

Aggregate Reach

Sentiment

Volume Over Time

Content Sources Over Time

Unique Authors Over Time

Total Volume

Benchmark

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