

EXPLANATIONS

Rhythm

The rhythm describes how often you publish content or how often you create a post.

Click-Through-Rate

The click rate clearly shows the ratio of sightings and clicks / likes. The higher this value is, the more successful the post is. For Instagram, this value is indicated as follows:

Interactions / Impressions = click rate

Range

The range describes how many people have reached your posts. The average value is shown in the Insights for Facebook and Instagram for the current last week. The reach is shown as page activity on Facebook.

Engagement Rate

Engagement (reactions, comments and likes) is measured in relation to reach. This formula can be used to calculate the engagement rate:

$\text{Engagement} / (\text{Range} * 100) = \text{Engagement Rate}$

Follower Ratio

This key figure shows the ratio of the likes of a post to the number of followers and provides information about how active your community is. The follower ratio is calculated as follows:

$\text{Likes of the last post} / \text{Number of followers} = \text{Follower ratio}$

Likes

Average number of Likes in the last 10 posts. Calculate all the likes of the last 10 posts and divide the number by 10. This gives you an average value.