

Example Calculation of DHS:

We are considering all the Posts (from First to Last) on all the Platforms Under Observation.

	Facebook	Instagram	YouTube	Total
Views	399	1498	3464	5361
Positive Comments	58	49	59	166
Neutral Comments	7	1	19	27
Negative Comments	4	1	20	25
Likes (Posts)	246	1144	568	1958
Unlikes (or Dislikes)	0	0	43	43
Shares	0	0	7	7
Page Likes	8561	N.A.	N.A.	8561
Reach (or Impression)	Reach = 8226 (Impression = 8787)	Reach = 7457 (Impression = 8809)	Impression = 9753	8787 + 8809 + 9753 = 27349
Page Followers	8757	3229	Subscribers = 243	12229
Posts	21	11	10	42
ES	0.02593814813881821	0.02032201060278814	0.0405562224889956	0.009632576058368165
DHS	50.648417349952545	50.50803278106768	51.013766611816905	50.24081253944893

1) Overall DHS:

Positive Parameters = Views + Positive Comments + Neutral Comments + Likes (Post) + Shares + Page Likes = 5361 + 166 + 27 + 1958 + 7 + 8561 = **16080**

Negative Parameters = Negative comments + Unlikes = 25 + 43 = **68**

Net Engagement = Positive Parameters - Negative Parameters
= Views + Positive Comments + Neutral Comments - Negative comments + Likes (Post) - Unlikes + Shares + Page Likes = 16080 - 68 = **16012**

EAR = Net Engagement / Total Awareness = 16012 / (27349+12229) = 0.4045681944514629

$$\text{Engagement Score} = \text{EAR/Posts} = 0.4045681944514629 / 42 = 0.009632576058368165$$

$$\text{DHS} = \frac{e^{\text{ES}}}{1 + e^{\text{ES}}} \times 100 = 50.24081253944893$$

2) Facebook DHS:

$$\text{ES} = \frac{399 + 58 + 7 - 4 + 246 - 0 + 0 + 8561}{8787 + 8226} \times \frac{1}{21} = 0.02593814813881821$$

$$\text{DHS} = \frac{e^{\text{ES}}}{1 + e^{\text{ES}}} \times 100 = 50.648417349952545$$

3) DHS comparison as per Table 1.3:

$$\text{DHS (Overall)} < \text{DHS (Instagram)} < \text{DHS (Facebook)} < \text{DHS (Youtube)}$$

You can calculate the DHS for specific posts in the same manner.