

Why DHS?- Importance

When it comes to comparing the performance of your Social Media Page with your competitors' pages or the performance of your own pages on different Social Media Platforms or the performance of your specific posts on same Platform, what we face is a bunch of parameters (Basic & Composite) which brings confusion, chaos and complication.

Existing Problem:

- We have a **number of Basic Parameters** e.g. View, Comment, Post Like, Unlike/Dislike, Page Like, Share, Follower, Reach, Impression and Composite Parameters e.g. Engagement Ratio, Applause Rate, etc.
- There is **no uniformity** with these parameters i.e. with varying Experts (companies or agencies designing the Composite Parameters), same Composite Parameters may vary in terms of their Basic Parameters which they are composed of.
- There is a lot of **confusion** and complication e.g. which parameter is more important than the other, which one is best suited to represent the performance of your Page, etc.
- Existing parameters like Engagement Rate doesn't show whether the Engagement is Positive or Negative (**shows Only Quantity not Quality**). e.g. Suppose Brand A has an Engagement Ratio of 2.4% and Brand B has 3.8%. As per existing structure, one can simply conclude that Brand B is performing better than Brand A based on Quantity of Engagement but we are completely ignoring the Quality of Engagement (if it is Positive or Negative) which is a misinterpreted analysis.
- **Absence of a Universal Parameter** which is equally fit for all the platforms.

Solution we offer:

We have picked all (11 in total) the Basic Parameters that a Social Media Page can have regardless of the Platform.

We have also made a few (4 in total) Composite Parameters **Net Engagement, Total Awareness, EAR (Engagement Awareness Ratio), ES (Engagement Score)** out of the 11 Basic Parameters.

However, it is not mandatory to consider (or calculate) all these Composite Parameters individually. You can directly calculate the **ES (Engagement Score)** with the help of all Basic Parameters and then calculate the **DHS** with this **ES**. As illustrated in section 'Example Calculation of DHS'.

We have solved the problem of chaos, confusion & complication created by multiple parameters scattered the Digital World and have successfully come up with a single parameter, DHS, which is Uniform, Universal and smart enough to represent your performance in the Digital World (your Digital Health) i.e. performance of your Social Media Page in terms of both Quantity & Quality.

Following table illustrates the Problems with Existing parameters and the Solution we offer with the introduction of DHS:

Feature	Existing Parameters	DHS
Number of parameters	Number of parameters is very large in the existing Digital World.	Only One parameter.
Confusion	Lots of confusion, chaos & complication due to so many parameters i.e which to consider, which not to.	No confusion because of only one parameter.
Uniformity	No uniformity i.e. same parameter may have different meaning as per different experts.	DHS is uniform, it can not vary.
Engagement Quality	Scalar: Parameters like Engagement Rate express only the magnitude (Quantity) of engagement and not the direction (Quality). Because it considers total comments only ignoring the Negative comments over Positive & Neutral ones. Also, it considers Likes only ignoring the Unlikes.	Vector: It has both magnitude & direction which makes it both quantitative & qualitative. Because it is composed of Net Engagement which consists of Positive, Negative & Neutral comments separately. Also, it has both Likes & Unlikes.
	To check the direction (Quality) of engagement, we have to do the Sentiment Analysis separately.	It gives an idea of direction of engagement. DHS below 50 indicates Negative engagement.
Universal nature	No universal parameter for all the platforms i.e. you have to calculate the Engagement Rate separately for different platforms.	It is universal. You can calculate the DHS for all the platforms combined together or separately.
Example	Engagement Rate of brand A is 2.4% & of brand B is 3.8%. It shows B is doing better than A irregardless of the direction (quality) of engagement.	DHS of brand A is 50.98 & of brand B is 49.80. It shows the Net Engagement for brand B is negative since DHS is below 50.

DHS Table

This is the main table that you can refer to check the Health Status of Your Social Media Page w.r.t. the DHS that you've come up with and the corresponding Risk Level & Measure.

Health Status	DHS	Risk Level & Measure
Dying	0.00 - 25.00	Unacceptable; There must be some strong reason (like Spam or Fraud) bringing this much negative engagement. Immediately look for the source, take the corrective measure and try not to repeat that in future. It is highly likely that you may not recover from this condition.
Worst	25.00 - 37.75	
Very Bad	37.75 - 47.50	
Bad	47.50 - 49.75	Highly Risky; You must work to make the Net Engagement Positive.
	49.75 - 50.00	
Unwell	50	Risky; You must work to make the Net Engagement Positive.
Well	50.00 - 50.25	Tolerable; It can fall to Negative side anytime, so, You should work to improve the Net Engagement
Good	50.25 - 52.50	No Risk; You are doing good. Keep maintaining the status
Perfectly Fine	52.50 - 62.25	
Super Fit	62.25 - 75.00	
Immortal	75.00 - 100.00	