

While ever-changing, as of 2020, the most common and often important metrics to pay attention to ... for organic metrics (**non-advertising**) ... are *engagement*, *reach* and *impressions*.

Any interaction of a follower or fan with your content is considered an **engagement**. Depending on the platform, we are talking about *likes*, *shares*, *comments*, *re-tweets*, etc.

Starting with the **more valuable metrics** first:

1. **Engagement:** The total number of times a user *interacts* with the content you provide.
  - Clicks and Views (clicked through to see your content)
  - Shares, Retweets, Reposts, Rewatches
  - Comments
  - Likes / Dislikes
  - Follows, Subscribes
2. **Reach:** The total number of people who *see* your content (*vs. displayed* to you)
3. **Impressions:** The number of times content *appears* to the user.

## Social Media Term Glossary

*The Ultimate List of Social Media Definitions You Need to Know*

<https://blog.hootsuite.com/social-media-glossary-definitions/>

## YouTube Terms

*YouTube Analytics: The 15 Metrics That Actually Matte*

<https://blog.hubspot.com/marketing/youtube-analytics>

**Includes things like:** *Watch Time* (Total Amount of Minutes), *Average Percentage Viewed* (% of video the average viewer watched), *Average View Duration* (Total time divided by total times video is played).

## What's the Difference?

### Impressions vs. Engagement

**Impressions:** An **impression** is the number of times content appears to user. **Engagements:** the total number of times a user interacted with the content you sent during the selected date range

### Impressions vs. Reach

**Reach** is the total number of people **who see your content**. **Impressions** are the number of times your content is *displayed*, no matter if it was clicked or not. Think of **reach** as the number of unique people who see your content. ... However, an **impression** means that content was delivered to someone's feed.