

# The Engagement Report

Sprout Social's free Engagement Report uses proprietary models to identify messages likely needing a response and measures the brand's responsiveness to those inquiries. The report will help brands find opportunities to better manage workflow, allocate resources and improve social engagement.



## Engagement Report Calculated Metrics

### Response Rate

Percentage of important messages responded to in a specified date range.

### Average Response Time

Average time it took you to respond to messages within a specified date range.

### Percentile Ranking

Response rate & time metrics across a selected period, ranked against profiles with similar characteristics.

### Industry Rates & Times

Average response rates and times across: vertical categories, audience sizes and message volume.

*Note: Results are based on data from the social profile supplied at login, the report does not delineate individual messages marked for response.*

## 5 Tips for Improved Engagement

- Set social engagement goals appropriate for your business.
- Implement a holistic social strategy aligned with marketing objectives.
- Address productivity gaps revealed in the report.
- Enlist helpful technology tools and assign appropriate task owners.
- Focus on steady, achievable improvements in social performance.

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a **free** report at:  
**mustbepresent.com**