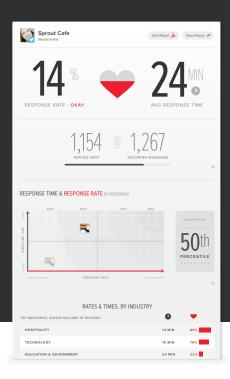
## **sprout**social

## 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.

Generate & download a *free* report at: mustbepresent.com

