



GETTING STARTED WITH THE

Engagement Report

Dig into how well your company is engaging
with Fans and Followers.



sproutsocial

View all profiles in your account or customize your report to meet your company's needs.

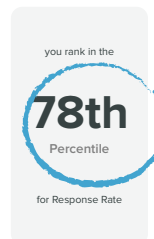
See how your brand's engagement compares to your peer group.

Quickly identify peaks (or valleys) in inbound messages.

Dive deeper into your recent response rate and times to uncover gaps in coverage...

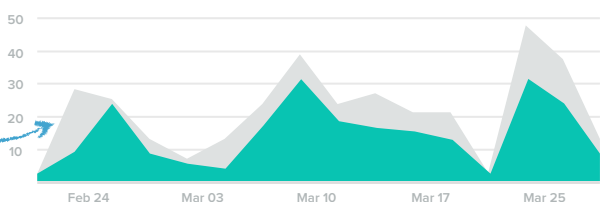
...or improved customer service.

☒ All Profiles ☐ Customize Report



The higher the percentile, the better you stack up against similar profiles!

Inbound vs. Replies

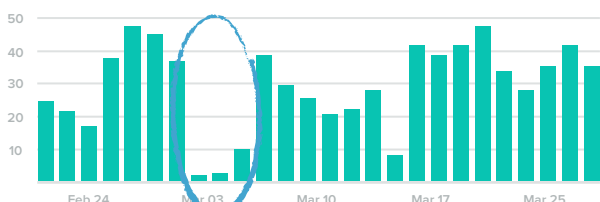


1,440
Estimated Inbound

1,246
Replies Sent

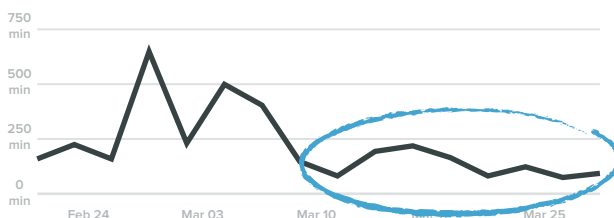
We use a proprietary algorithm to determine which messages need a response to measure how well you're engaging. Indicators include who, what, when, where, why, question marks and more.

Inbound vs. Replies



62%
Response Rate

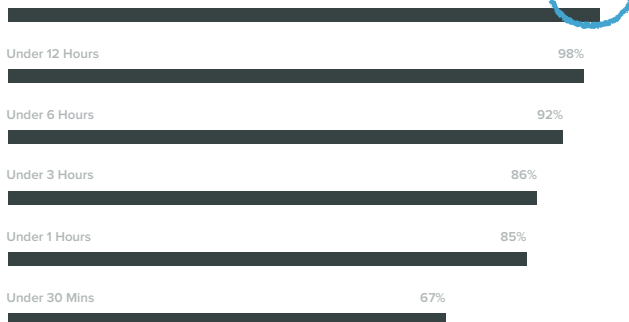
Daily Response Time



67min
Avg Response Time

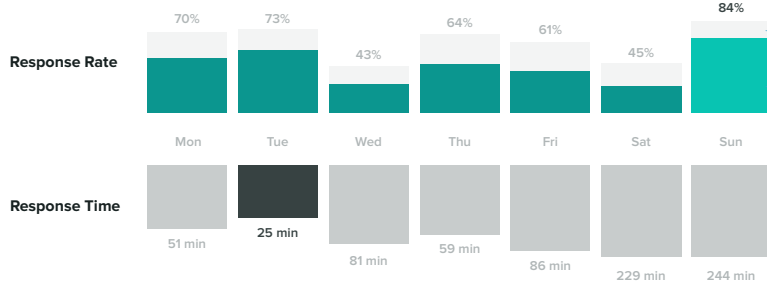
Time Distribution

Under 24 Hours



Measure and understand your social media responsiveness so you can track improvement.

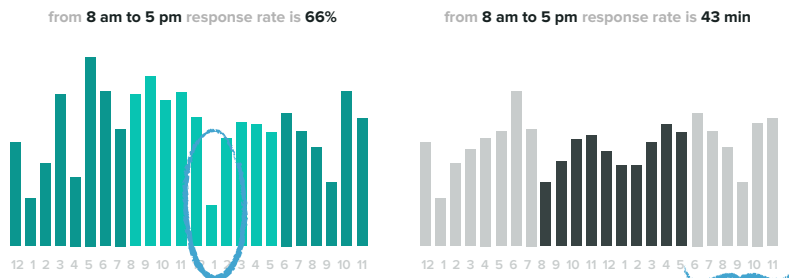
By Day of Week



Compare the messages you should have responded to against those you actually did.

Pinpoint the times of day that you need to step up your responsiveness...

By the Hour



...so you can allocate resources and manage workflow accordingly.