BRITISH COUNCIL

How does the Social Media Monitor calculate the scores?

The scores calculated by the Social Media Monitor will be used to inform the new Social Media KPI on the Corporate Scorecard. Below is a description of the scores and how they are calculated.

All scores range from 0% (low) -100% (high). If a score is calculated to be below this range, it is displayed as 0 similarly, if a score is calculated to be above this range, it is displayed as 100.

The Monitor displays data from the last 30 days by default but all data is live and is updated every four hours.

Overall score
The overall score indicates how well a social media channel, country, region or SBU is doing. The overall score combines the total score of the following three key performance indicators; reach, engagement and quality.

Key performance indicators

Reach
The Reach metric indicates how well the channel, country, region or SBU reaches its audience.

The Reach metric is calculated by combining the following two metrics:
Popularity: number of Fans/Followers/Likes ÷ Target audience* x 100.
Popularity trend: Number of days in six months ÷ Number of days it will take to reach the Target audience.

*On March 15, the British Council Social Monitor changed how it measures the Target Audience size for a Channel. From March 15th onward its Channel's Target Audience size will be based on its growth over the previous year.

Quality

The Quality metric is calculated by combining the following six metrics:
1. Signed off
2. Relevance
3. Correct branding
4. Actions per day
5. Responsiveness
6. Likes per post

Signed off
Once a channel has been approved (after the successful submission of the Social Media planner) then this score is 100. If it is not approved the score will be 0. If your channel is not signed off, you can contact your Head of Digital or Social Media Support to run through the sign-off process with you.

Relevance
Applies to Facebook, Twitter, Instagram, Sina Weibo and Linked In.
This measures the proportion of links in the channel's posts that link to a British Council website or recognised partner website ÷ target proportion.
The target proportion depends on the channel. It is currently 60% for Facebook, 40% for Twitter and Sina Weibo, 10% for Instagram and Linked In.

Correct branding
If a channel is following the British Council Brand guidelines it will score 100. If it is not following the guidelines it will score 0. Brand spot checks will take place and then the score will be updated. If a channel is not on Brand, David Blundell will email the channel owner to explain the exact problem.

Actions per day
Applies to Facebook, Twitter, Instagram, Sina Weibo and Linked In. This is calculated by median actions per day ÷ target actions per day. The target actions vary per channel.

Responsiveness

Applies to Facebook and Twitter.
This is a measure of how quickly posts/tweets from users are responded to. It is calculated as (100% - Average response time) ÷ Scoring threshold*

*The Scoring threshold defines the longest possible time a channel can wait before responding, while still getting a positive score. Currently it is set to 13 hours. Therefore, any response time that is 13 hours or longer will get a score of 0%.

For example:
- If a channel has an average response time of 14 hours. the responsiveness calculation will be $1 - (14 \div 13)$ = – 8% (displayed as 0%, as it is below zero).
- However, if the average response time is 1 hour, the calculation will be $1 - (1 \div 13)$ = 92%.

Likes per post
Applies to Facebook and Instagram.
This metric measures the average number of likes each post ÷ the target likes per post. Currently, the target number of likes per post for Facebook is 0.125.

Engagement

Facebook engagement score
This metric measures how engaged the Facebook page's 'followers' (the users who have 'liked' the page) are with the statuses published by this page.

It is calculated by dividing the engagement per user by the target engagement, which is currently 0.25.

The engagement per user is the total engagement (likes + comments x 4 + shares x 7) divided by the number of active users.

Active users is a proportion of the total followers a presence has. This proportion is very high for small presences, and decreases as the presence gets larger.
The reason for this is as follows:
When a Facebook page only has a small number of followers, we assume that these followers are very interested in the page, and that the page's posts will be seen by most of them. However, when a Facebook page gets very large, we assume its followers are less interested, and that the posts will be seen by a smaller proportion of the total followers.

Twitter engagement score
We get this directly from Klout for each Twitter presence. In the future we may move towards measuring Twitter engagement ourselves, using a similar approach for Facebook and other platforms.

Instagram engagement score
This works in exactly the same way as Facebook engagement, but it doesn't include the shares in the total engagement (as Instagram doesn't have shares). Further, the target engagement is 0.75, as Instagram is a very engaged platform.

LinkedIn engagement score
This works in exactly the same way as Facebook engagement, but it doesn't include the shares in the total engagement (as Linked In doesn't have shares). The target engagement is the same, at 0.25.

Sina Weibo engagement score
This works in exactly the same way as Facebook engagement, but the target engagement is 0.5.

YouTube engagement score
This works in a different way to the other engagement scores, as instead of scaling by the active followers, we scale by the total number of views. The calculation is the engagement per view divided by the total engagement.

To calculate this, you:
1. Combine the likes, dislikes, comments and new subscriptions over the past week into the total engagement (multiply the comments by four and subscriptions by 50).
2. Divide the total engagement by the number of views to get the engagement per view.
3. Divide the engagement per view by the target engagement, which is currently 1.5.