**ELEMENT 5: ACTIVITY 3: LO8**

**Measuring performance**

**PART ONE**

The following information has been drawn from a business’ analysis of social media interactions in one week.

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| **Social media conversion and amplification rates** | | | | | |
|  | **Twitter** | **Facebook** | **Instagram** | **Blog** | **YouTube** |
| No. of comments per post | 1.2 | 2.9 | 2.0 | 3.5 | 0.9 |
| No. of retweets/share per post | 1.5 | 2.6 | 2.7 | 0.5 | 0.4 |
| No. of favourites/likes per post | 0.4 | 11.9 | 7.0 | 4.5 | 3.6 |

|  |  |
| --- | --- |
| **Social media followers and subscribers** | |
| Twitter | 6,825 |
| Facebook | 27,140 |
| Instagram | 2,399 |
| Blog | 5,620 |
| YouTube | 10,852 |

Analyse the positives and any negatives indicated in the data above and note your observations in the space below.

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**PART TWO**

Create at least three key performance indicators (KPIs) to improve the business’ current performance.

|  |  |
| --- | --- |
| **KPI 1** |  |
| **KPI 2** |  |
| **KPI 3** |  |