

DOES YOUR SOCIAL MEDIA CONTENT MATTER TO PEOPLE?

MEANINGFUL SOCIAL MEDIA
METRICS

FOR ARTS AND CULTURAL
ORGANISATIONS



JULIE ALDRIDGE CONSULTING .

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Grow awareness

If your aim is to capture attention from current and / or potential audience, explore:

Reach per post (organic and paid)

Views / impressions

First user / session source (GA4)

Followers / subscribers



Nurture engagement

If your aim is to nurture engagement with digital audiences, grow interest, or build trust, explore:

Engagement rate by follower (%)

Average watch time (% viewed - videos / reels)

Likes, comments, **saves**, reactions



Prompt action

If your aim is to encourage people to do something new e.g. follow, subscribe, book tickets, donate, shop, join etc., explore:

CTR (clickthrough rate)

Conversion goals (tickets, email sign up etc.)

Downloads / plays / listens (long-form content)



Grow relationships

If your aim is to deepen relationships with digital audiences, growing fans, advocates, supporters, partners, and frequent attenders, explore:

Shares / sends

@brand mentions and UGC (user generated content)

Conversion goals (membership etc.)

*Metrics should help tell the story of how your strategy is working. Select one or two to keep an eye on in line with your goals. **Stay curious.** Review the trends in your data and listen / discuss with audiences to build valuable insight to inform your plans.*

Reach

Reach per post tells you **how many people see** each post or reel you produce.

You could have a huge following, but how many people actually view your content each time you post?

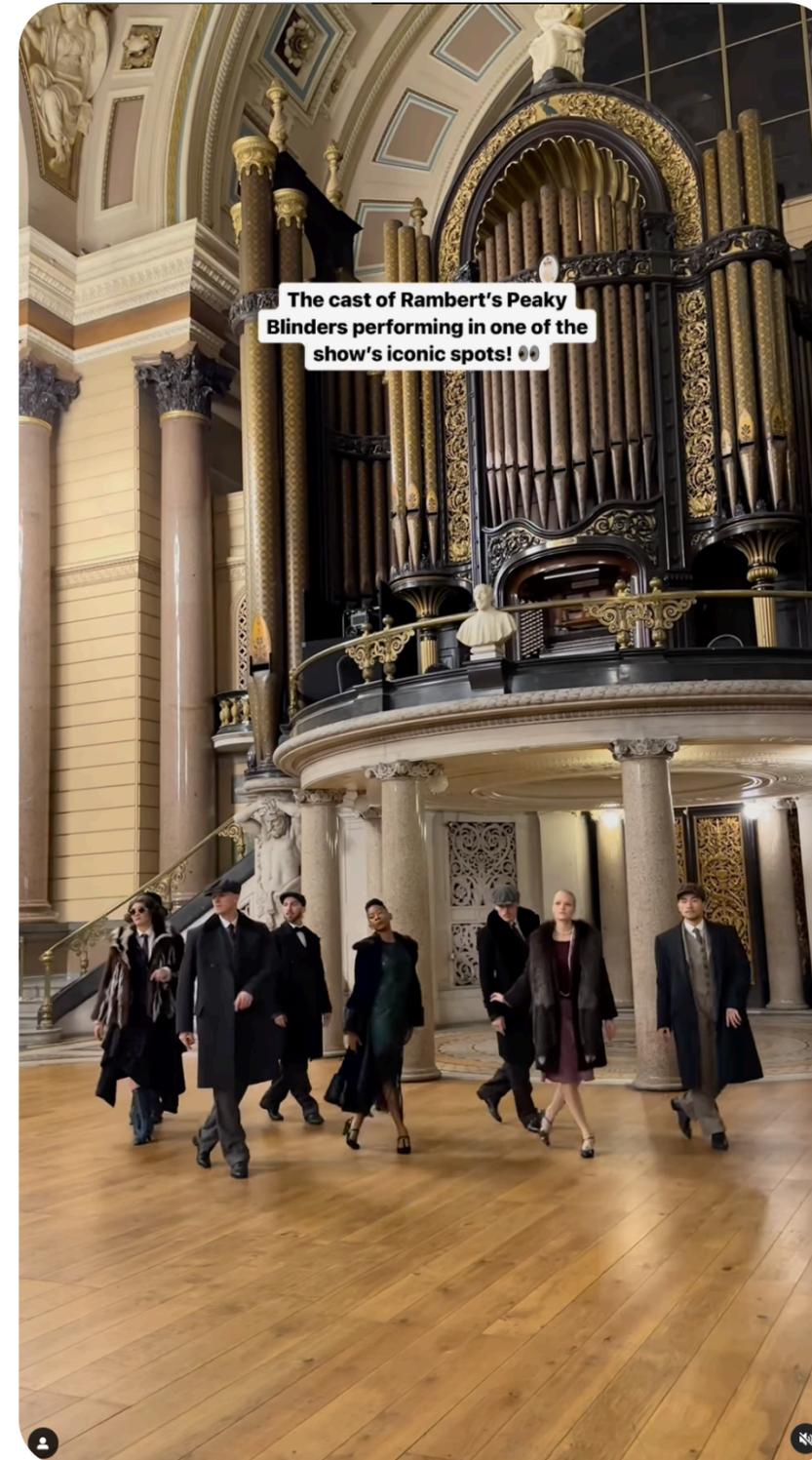
If your goal is to **grow awareness and profile** via social media this is a key metric to keep an eye on.

- Take a look at your top posts by reach and see if you can identify any common themes or trends.
- What might be helping to capture peoples attention in those posts?

Note - if you're gaining high engagement on a post, in particular likes, shares (page 6), and for video content, watch time (page 4), this tells the algorithm that your content is interesting to viewers and helps it get shown to more people.

Start by exploring which organic content people are viewing, liking, and responding to most, then consider amplifying the reach of those successful posts through **paid ads**.

Who might you work with to help build that reach - see **shares** (page 6).



[Image courtesy of: Rambert]



Average watch / view time

How long do people watch each reel / video?

The average viewing time of your video content is a key metric to keep an eye on if your goal is to engage digital audiences and build interest in your work.

- Does it grab their attention enough for them to start watching?
- Are people interested in your content enough to watch past the first few seconds?
- Does it hold their attention enough for people to watch 50%?
- Do they enjoy it or find it interesting enough to want to watch it all the way through?
- What trends do you see in the videos that have the highest watch time?

This is particularly important on platforms favouring video such as YouTube, TikTok and Instagram. As Adam Mosseri from Instagram explained recently, the top three signals that matter most for ranking are watch time, likes and sends.

- **Are people enjoying your content?**
- **Enough to watch it, like it, and share it?**



[Image courtesy of: Rambert]



Saves

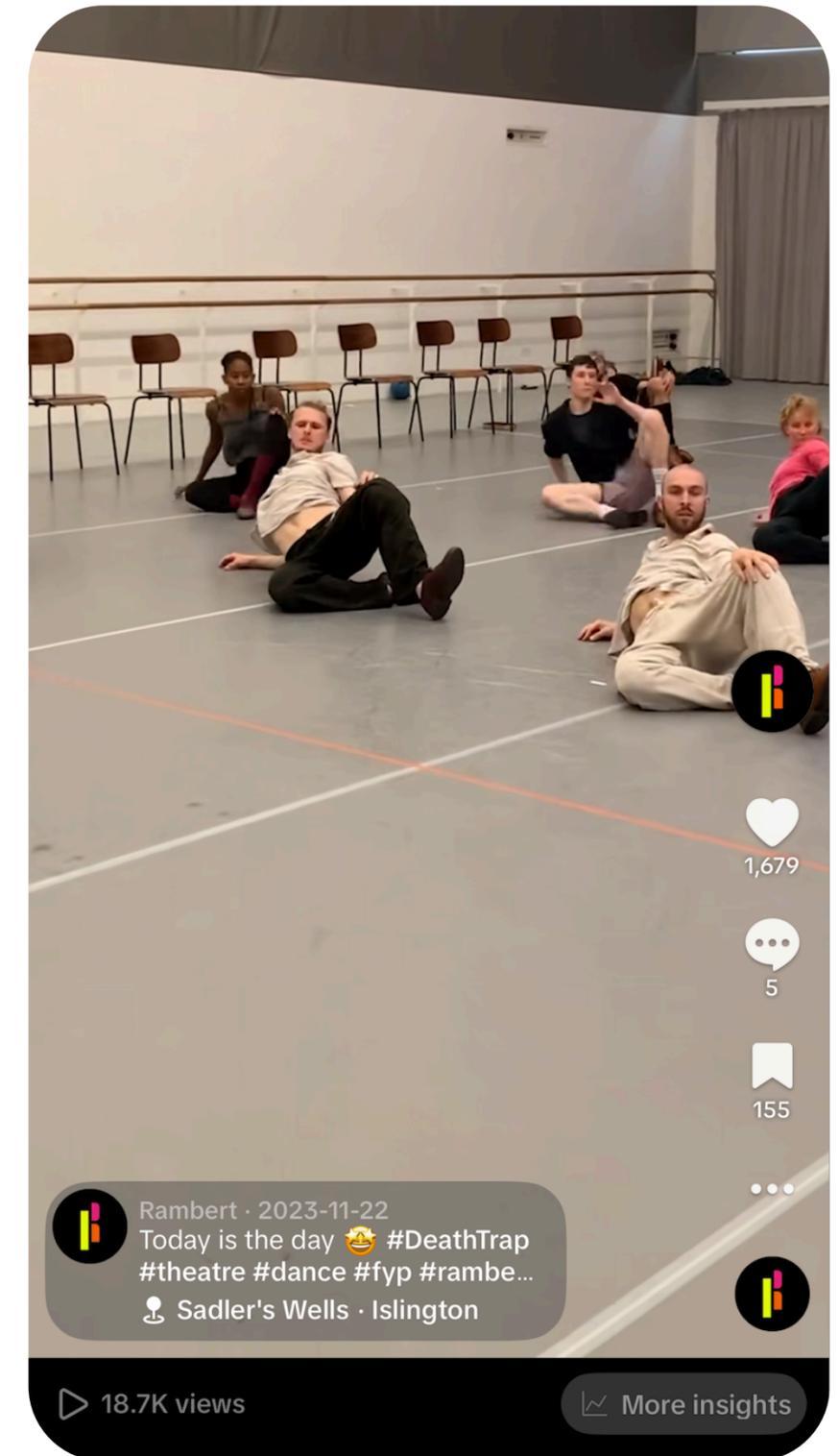
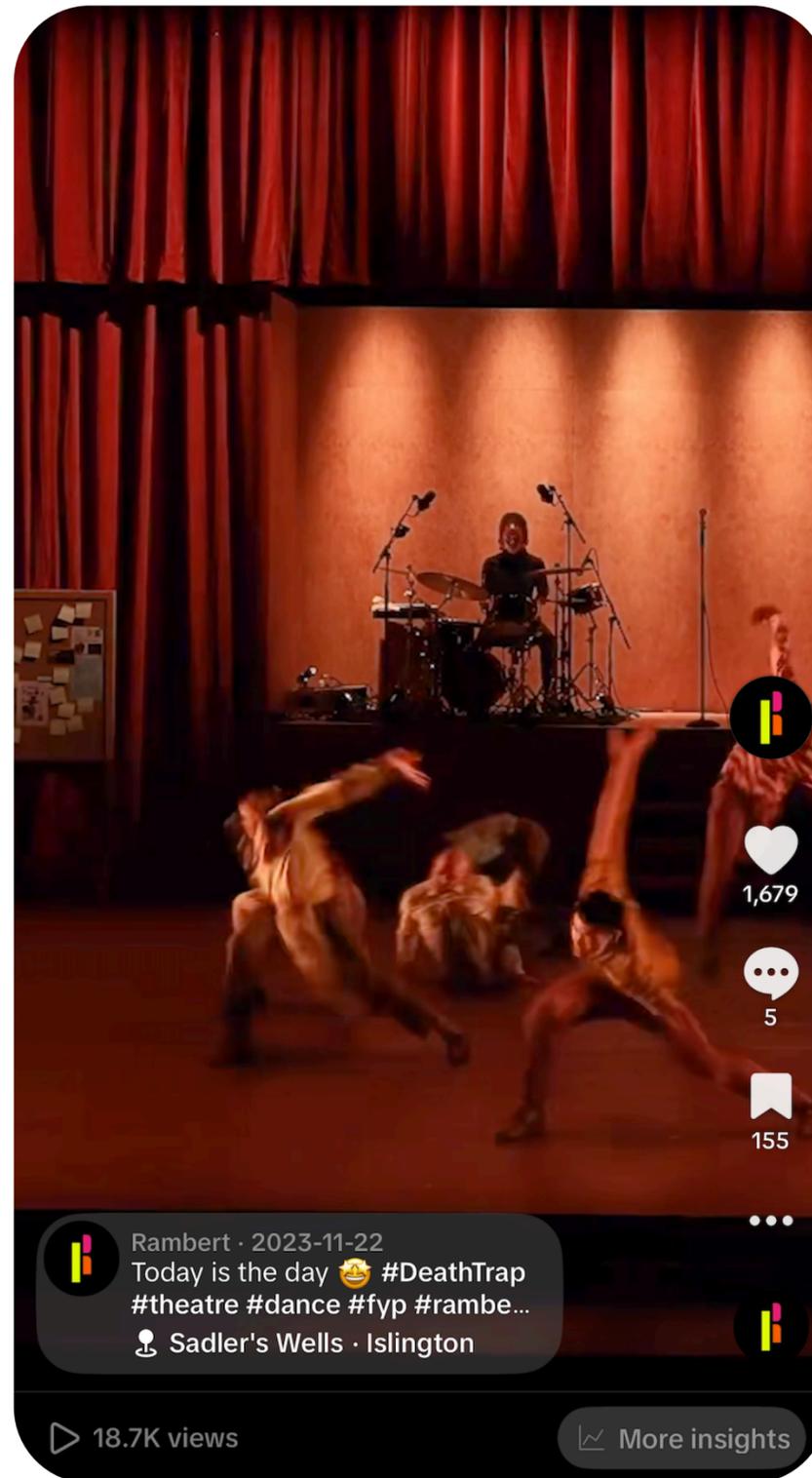
Do people **value** your social media content enough to want to save it and **return** to it later?

A like signals someone is enjoying it, but a **save** signals it's valuable to them in some way.

Review your top posts by saves.

- What do they have common?
- What do people value about what you're sharing?
- What might they want to see more of?

This is a great metric to look at if you're in the process of shaping your digital strategy and thinking about why someone might follow or subscribe.



Shares / sends

The number of people who **share / send** your content to others is a good indication of whether people value your content - do they like it enough to want to share it?

- Review your top posts by shares or sends.
- What content are you creating that people want to share with family and friends?

Spotting trends in the things people want to share and show they're a fan of, is a great metric to inform plans for **growing relationships** with audiences.

Shares / sends are also one of the best ways to help your social media content **get seen** beyond your existing followers so this is also an important metric to track if your goal is to **grow awareness**.



[Image courtesy of: Rambert]



Digital audience insight review

The insights shared are a starting point.

The metrics that matter to you will depend upon your ambition, your goals, and your audiences.

Find out more about how I can support you to create an audience insight audit for your organisation (across social media and beyond).

Identify what's working well and where there are opportunities for growth.

How might you best allocate your limited time, energy, and budget to have the biggest impact on your audience ambition?

<https://juliaaldridge.co.uk/audienceinsightaudit>



With thanks

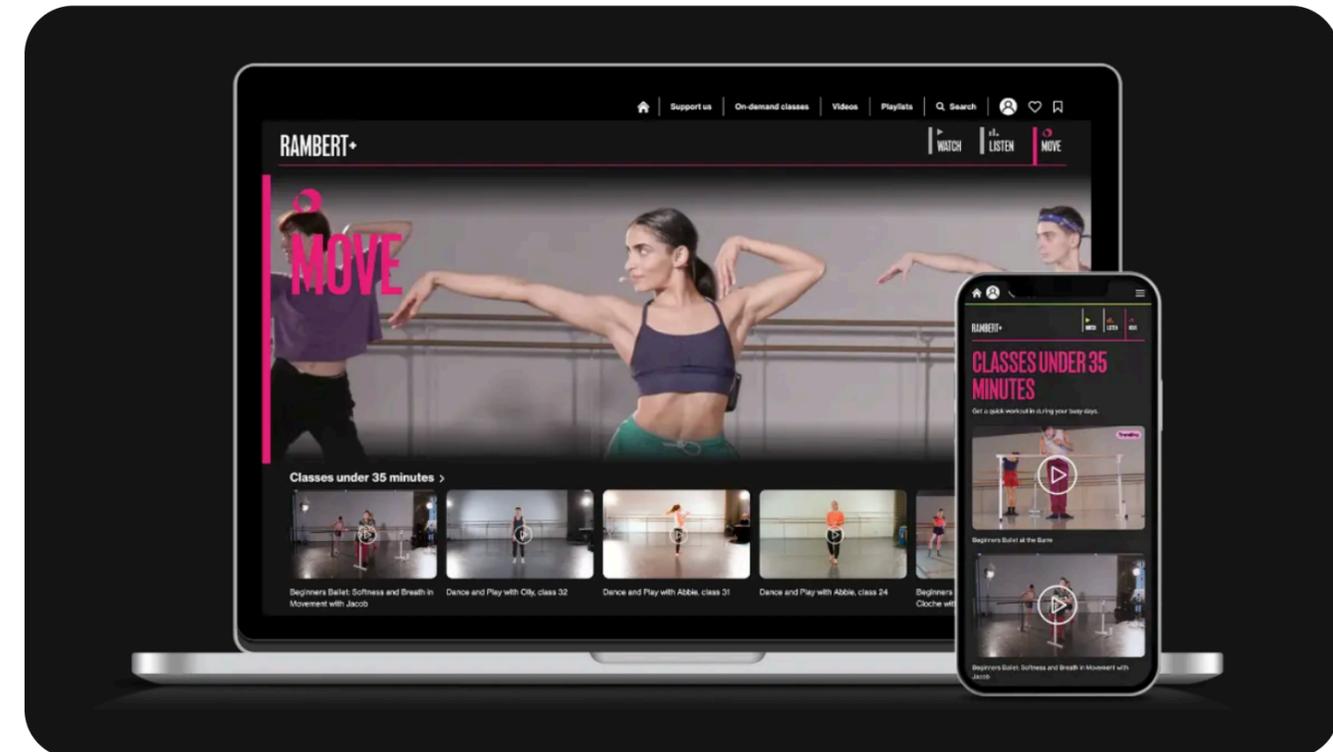
Huge thanks to **Rambert** for the images shared in this guide.

The idea for this simple resource emerged after I hosted an online workshop with the brilliant Rambert team last year exploring their Instagram Growth Strategy.

Take a look at [Rambert's Instagram content](#)

[Discover Rambert Plus](#) videos, podcasts, playlists and online dance classes

Visit the [Rambert website](#)



About the author

Julie is an audience and digital specialist supporting people working in arts organisations and creative businesses.

Through consultancy, training, and coaching she enables people to:

- **shape compelling strategies to achieve audience success,**
- **matter more to more people.**

When Julie isn't at her desk working on something geekily analytical or strategic for a client you can often find her exploring her more creative side in her garden and greenhouse, or visiting a theatre or gallery.

She loves sharing her creative passions with others and her personal Instagram account [@aldridgejulie](https://www.instagram.com/aldridgejulie), full of relaxing moments from her garden, has an engaged community of over 100K followers.

Prior to becoming an independent consultant, Julie had the honour of being the CEO of the AMA (Arts Marketing Association - a network of thousands of people working in marketing across the arts) for over a decade. While there, she led conferences, launched AMA Retreats - strategic marketing and leadership programmes, and developed innovation hubs exploring new thinking in digital marketing and audience diversity.

Julie has a deep knowledge of the scope and potential of marketing and digital development and brings a mix of tried and tested tools, techniques, and frameworks, alongside lots of examples of what works (and what doesn't!) to spark your imagination.

Find out more about how we might work together and get in touch:

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