

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