

Social Media Engagement Report — FAQs

What is the Social Media Engagement analysis?

The Social Media Engagement analysis is an enhancement to MPA's quarterly Magazine Media 360° Social Media Report, which reports on Likes/Followers by magazine brand. The Social Media Engagement Factor is an additional metric that demonstrates the level of engagement of our participating member brands across four tracked social media networks (Facebook, Twitter, Instagram, and Pinterest).

What does the Social Media Engagement Factor measure?

The Social Media Engagement Factor compares activity (POSTS) made by a magazine brand on its social media pages and the number of SOCIAL ACTIONS made by consumers as a result of that social media content. The result is a SOCIAL MEDIA ENGAGEMENT FACTOR that represents the interactions and interest in a brand's social media content.

How are Social Actions defined?

Each social network offers different engagement touch points, so each network is measured differently. In total, however, SOCIAL ACTIONS

encompass metrics that connote user approval (e.g., # of post likes, reactions, favorites), responsiveness (# of comments, replies), and distribution (# of shares, mentions, retweets, repins). When added together, the data comprises a brand's total SOCIAL ACTIONS.

How are Publisher Posts defined?

PUBLISHER POSTS are content put on social media pages by the pages' owner. POSTS can consist of links, text, photos, or videos (depending on the platform) that publishers add to their pages as a way of providing updates in real time. A magazine brand can promote either existing content that is sourced from the printed or digital edition of the magazine or new content exclusive to that social media network page.

How else could Social Media Engagement be defined?

There are certain private/gated metrics (e.g., Impressions, Reach, Clicks, Conversion) which could also be used to analyze engagement with a social media page, but are only available to the publisher of that page. Therefore, these metrics cannot be utilized by MPA for the purposes of our

Engagement analysis. Our definition of SOCIAL ACTIONS provides a consistent approach for all brands and evidence that users have seen the posts upon which they acted.

What is the frequency of reporting?

The SOCIAL MEDIA ENGAGEMENT analysis will be released quarterly as part of MPA's Magazine Media 360° Social Media Report.

Who is eligible and measured in the Social Media Engagement analysis?

In order to be included in this analysis, magazine media brands must be active MPA members and meet the following eligibility criteria:

- Participate in the quarterly Social Media Report (measuring Likes/Followers)
- Have reported metrics for BOTH Social Actions and Publisher Posts in the given time period
- Have Publisher Posts of at least an average of 90 per quarter—basically 1 per day
- Have Social Actions of at least an average of 900 per quarter—basically 10 per day.

Depending on the social media network, the list of magazine brands included in the analyses ranges from approximately 50-200.

Social Media Engagement Report — **FAQs** *continued*

Do you calculate Social Media Engagement Factors for non-member brands?

Yes, we perform the Social Media Engagement analysis for non-member, non-magazine brands for comparison and competitive purposes. Using the same criteria and methodology, initial analyses support the claim that magazine brands have undeniable connections with their consumers—ties that more often than not surpass those of non-magazine brands

What are the sources of the data?

Social media statistics for eligible magazine brands are gathered at the end of every month by SocialFlow (a social publishing and monetization platform), for four key social networks (Facebook, Twitter, Instagram and Pinterest). Metrics include Likes/Followers, Social Actions, and Publisher Posts. SocialFlow collects and tabulates data using the public APIs (Application Program Interface) of the networks. Then the data is supplied to MPA who calculates the various analyses.

Tell me more about SocialFlow.

SocialFlow is a leading social platform purpose-built for media companies. Our software uses predictive analytics to identify which social media content will perform the best, and then to take the best-performing content and make it available for advertiser sponsorship across all social networks. Many of the top publisher brands across the world count on SocialFlow; when you see content from a media company in your social feeds, it is likely that it was powered by SocialFlow.

Will there be further enhancements?

Yes. MPA will also be providing SOCIAL MEDIA ENGAGEMENT analyses for various content categories to compare the engagement levels for magazine brands versus non-magazine brands. This further examination will continue to support our claim that magazine brands outperform non-magazine brands on social media platforms.

How are you defining “magazine brand”?

A magazine brand is a media content brand that is anchored in a print magazine, but which also likely produces and distributes brand content on non-print platforms (e.g., online, broadcast, cable, radio, etc.)

How are you defining “non-magazine brand”?

A non-magazine brand can be either (A) a digital “pure play” (a media brand with a product that is only published on digital platforms), or (B) a media brand anchored in a platform other than print (such as a cable television brand).

How was the list of non-magazine brands compiled?

The list was composed in two ways. First, participating member magazine brands supplied which non-magazine brands they competed against in advertiser/agency RFP's. Then, MPA added additional non-magazine brands that generate high online traffic. Depending on the social media network, the list of non-magazine brands with an engagement factor ranges from approximately 45-180.

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