

# Scoring for Social Media Accounts

Social channels are scored against four basic categories:

1. Quality of content – high quality and original; content is varied and always includes photos or video
2. Quantity and cadence – posting is consistent across all channels, according to what works for each
3. Engagement – consistent engagement with followers, ideally by responding to comments, as well as likes and shares
4. Sentiment – generally positive sentiment and limited evidence of bots or trolls

# Scoring Methodology



## Example of channel rated 0:

### Quality of content published

Limited original content, use of photos or video

### Quantity and cadence of content published

Inconsistent posting

### Engagement with content

Few comments, likes, reshares or limited engagement from channel owner

### Sentiment of engagement

Many bots/trolls, negative or irrelevant comments

## Example of channel rated 3:

### Quality of content published

Use of video, photo, reshares with focus on original content

### Quantity and cadence of content published

Consistent posting

### Engagement with content

Channel owners engaging consistently with comments with high-levels of engagement from audience

### Sentiment of engagement

Few bots/trolls, negative or irrelevant comments