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



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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



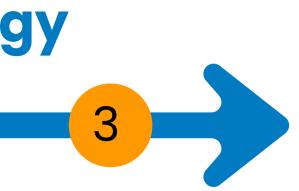
Example of channel rated 3:

content

2

Consistent posting

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



Quality of content published

Use of video, photo, reshares with focus on original

Quantity and cadence of content published

Sentiment of engagement

Few bots/trolls, negative or irrelevant comments