

COMMENTS

Indicator Phrasing

English: the number of times social media users commented on the communicated content

French: nombre de fois où les utilisateurs de réseaux sociaux ont commenté le contenu communiqué

Spanish: el número de veces que los usuarios de las redes sociales comentaron el contenido comunicado

Portuguese: número de vezes que os utilizadores das redes sociais comentaram o conteúdo comunicado

Czech: počet komentářů uživatelů sociálních médií ke sdělovanému obsahu

What is its purpose?

This indicator shows the extent to which the targeted audience engaged with your content by posting a comment. Such an action requires more effort than, for example, giving a like; therefore, it could be seen as a good metric. However, the content of many comments often does not represent a valuable engagement with the communicated content. Therefore, consider whether it is worth using this indicator as a key metric to measure the results of a social media campaign.

How to Collect and Analyse the Required Data

Determine the indicator's value by using the following methodology:

- 1) **Decide what social media content you need to measure.** Are you interested in the comments in all the posts on all the social media used during your campaign? Or a certain selection only?
- 2) **Count the number of comments** that different communication content generated. Avoid counting comments made by the campaign team members.
- 3) To **determine the indicator's value**, sum up the number of comments the different communication content received.

Disaggregate by

[Disaggregate](#) the data by social media channels, positive / negative / neutral comments, and other factors relevant to the focus of your social media campaign.

Important Comments

- 1) Remember that comments can be both positive and negative, so receiving a **high number of comments is not automatically a good thing**. For example, you might have reached users that dislike the communicated content and write negative comments. While you can disaggregate comments by whether they were positive / negative / neutral, it needs to be done manually and, therefore, can be time-consuming.
- 2) In addition to reporting on a number of comments, consider **doing a deeper analysis** of what people actually say in their comments. Use such feedback to adjust the campaign's future communication content.
- 3) Receiving, for example, 100 comments while your [reach](#) was 4,000 social media users is something completely different than when your reach was 50,000 users. Therefore, when reporting the number of comments, always **mention the reach**.