

## FOLLOWERS

### Indicator Phrasing

**English:** the number of social media users who follow the profile

**French:** nombre d'utilisateurs de réseaux sociaux qui suivent le profil

**Spanish:** el número de usuarios de redes sociales que siguen el perfil

**Portuguese:** número de utilizadores que seguem o perfil na rede social

**Czech:** počet uživatelů sociálních sítí, kteří sledují profil kampaně

### What is its purpose?

The indicator measures the number of users who have clicked to like or follow your social media profile. While this shows some interest in your content, it does not mean that the followers will be acting upon your social media content. Therefore, the indicator should not be used as a key metric for measuring 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) **Count the number of followers** your campaign has on each of your selected social media platforms.
- 2) To **determine the indicator's value**, sum up the campaign's number of followers across the various social media.

### Disaggregate by

[Disaggregate](#) the data by social media channels and other factors relevant to the focus of your social media campaign.

### Important Comments

- 1) It's not so important how many followers a profile has, but rather how many of them see its content. This is determined by how relevant the content is to the followers and how much they respond to it.

