



U.S. ARMY

KEY PERFORMING INDICATORS

REPORTING | DIGITAL MEDIA DIVISION



KEY PERFORMING INDICATORS (KPIs) USED FOR ASSESSMENT



KPI: ENGAGED USERS
Secondary: TOTAL REACH



KPI: RETWEETS
Secondary: REPLIES | LIKES



KPI: LIKES
Secondary: COMMENTS



KPI: TOTAL VIEWS
Secondary: AVERAGE VIEW DURATION



ARTICLES:

KPI: Pageviews

MICROSITE

KPI: Visits
Secondary: Pageviews



KPI: CTR (Click-through rate)
Secondary: Pageviews



U.S. ARMY

MONTHLY DIGITAL MEDIA REPORT

MONTH YEAR | DIGITAL MEDIA DIVISION

★ Performance of U.S. Army Digital Media Platforms

f X.XM
FOLLOWERS

*Switched from Likes to Followers

+xxk THIS MONTH (Total #)

+xxk LAST MONTH (Total #)

+/-xk 3-Month Avg.

XXk
FOLLOWERS

+xxk THIS MONTH

- xxk LAST MONTH

+/-xk 3-Month Avg.

OVERALL ASSESSMENT

▼ **XX** POSTS (xx last month)

▼ **XX.XXk**

AVG # OF PEOPLE REACHED BY EACH POST (xxxk last month)

▼ **xxk**

AVG # OF PEOPLE WHO LIKED, SHARED COMMENTED ON ALL POSTS (xx.xk last month)

▲ **XX** POSTS (xx last month)

▼ **XXk**

AVG # OF LIKES PER POST (xxk last month)

▲ **XXX**

AVG # OF COMMENTS PER POST (xxx last month)

X.XM
FOLLOWERS

+x.xk THIS MONTH (Total #)

+x.xk LAST MONTH (Total #)

+/-xk 3-Month Avg.

XX.Xk
SUBSCRIBERS

+xxk THIS MONTH

-xxk LAST MONTH

+/- xk 3-Month Avg.

▼ **XXX** TWEETS (xxx last month)

▲ **XXX**

AVG # RETWEETS FOR EACH TWEET FOR THE MONTH (xxx last month)

▲ **XX**

AVG # REPLIES FOR EACH TWEET FOR THE MONTH (xx last month)

▼ **XXX**

AVG # LIKES FOR EACH TWEET FOR THE MONTH (xxx last month)

▲ **X.X%** Engagement Rate*

(1.6% is the Twitter Average)

Source: M+R 2016 SM Benchmark Report

▲ **XXX** VIDEOS UPLOADED (xx last month)

▼ **XXk**

TOTAL VIEWS OF ALL VIDEOS ON THE CHANNEL THIS MONTH (xxk last month)

▲ **XMIN XXSEC**

AVG VIEW DURATION FOR ALL VIDEOS ON THE CHANNEL THIS MONTH (x:xx last month)

OVERALL ASSESSMENT

ARMY.MIL

xxx ARTICLES POSTED TO HOMEPAGE (+xx THIS MONTH)

xxxx PACKAGES RELEASED IN CORE (+xx THIS MONTH)

X.XM

+xx.xx% ▲
from last month

VISITS* TO ARMY.MIL
GENERATED FOR THE MONTH

*A Visit may consist of multiple views.

X.XM

+xx.xx% ▲
from last month

PAGEVIEWS FOR THE MONTH

OVERALL ASSESSMENT

STAND TO! XX.Xk
SUBSCRIBERS

+xxk THIS MONTH
- xxk LAST MONTH

+/- xk 3-Month Avg.

XX FOCUS TOPICS
PUBLISHED THIS MONTH FROM
XX ARMY AGENCIES
NAME THE AGENCIES,

▲ **X.X%** +0.xx% from last month
AVG CLICK-THROUGH RATE*

(Subscribers who clicked email link) **AVG GOV'T CTR 3.62%**

▲ **XX.Xk** +x.x% from last month

TOTAL PAGEVIEWS
FOR ALL STAND-TO! THIS MONTH



★ Top Content Performance

f POST
XX.Xk ENGAGED USERS
 (XX.Xk last MONTH)
X.XM TOTAL REACH (XX.Xk last MONTH)



POST DESCRIPTION

ASSESSMENT: This is a brief analysis of the top post performance.

🐦 TWEET
X.Xk RETWEETS (X.Xk MTH)
xxx REPLIES (xx MTH)
xxx.Xk IMPRESSIONS (XX MTH)



POST DESCRIPTION

ASSESSMENT: This is a brief analysis of the top post performance.

📷 INSTAGRAM POST
XX.Xk LIKES (XX.Xk MTH)
xxx COMMENTS (xxx MTH)



POST DESCRIPTION

ASSESSMENT: This is a brief analysis of the top post performance.

📺 VIDEO TITLE
XXk VIEWS (XX.Xk last MONTH)
01:20 AVG VIEW DURATION



POST DESCRIPTION

ASSESSMENT: This is a brief analysis of the top post performance.

★ ARTICLE TITLE
XX.Xk PAGEVIEWS (XX.Xk MTH)



Published:
DD MTH
YYYY

POST DESCRIPTION

ASSESSMENT: This is a brief analysis of the top post performance.

STAND TO! **FOCUS TOPIC TITLE**
x.xx% CTR (x.xx% MTH)
X.Xk PAGEVIEWS (x.Xk MTH)

COORDINATED WITH:
NAME OF TWO STAR
COMMAND

PUBLISHED: DD MTH YYYY

POST DESCRIPTION

ASSESSMENT: This is a brief analysis of the top post performance.

