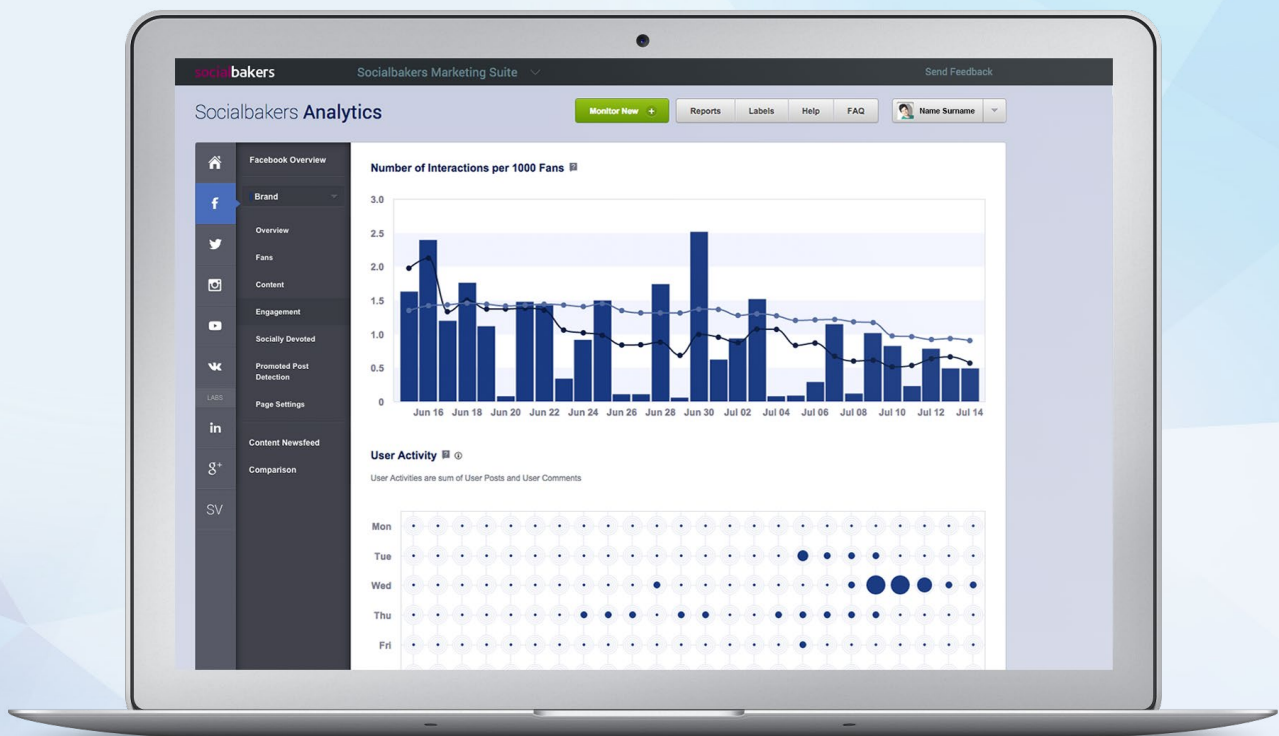


Socialbakers Analytics

Glossary of Metrics



socialbakers

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Introduction to Facebook Metrics

Metric	Description
%	
% Growth	Percentage growth of fans in each country in the selected time range.
% of Fan Base	Percentage of local fans in each country to the total fan count.
A	
All Posts	The total number of page posts (Promoted, Organic, Undetected) published during the selected time period.
Analysed Posts	The total number of page promoted and organic posts published during the selected time period.
Average Response Time per Period	The average time it took the monitored page to respond to a user post (or question) during a selected time range.
Avg Fan Posts per Day	The average number of posts per day made by fans during a selected time range.
Avg Fan Posts per Day of the Week	The average number of posts per day of the week made by fans during a selected time range.
Avg Fan Posts per Hour	The average number of posts per hour made by fans during a selected time range.
Avg Fan Posts per Month	The average number of posts per month made by fans during a selected time range.
Avg Fan Posts per Week	The average number of posts per week made by fans during a selected time range.
Avg Change per Day (below the Graph - Growth of Total Fans)	The average change in fan growth per day during a selected time range.
Avg Change per Day of the Week (below the Graph - Growth of Total Fans)	The average change in fan growth per day of the week during a selected time range.
Avg Change per Month (below the Graph - Growth of Total Fans)	The average change in fan growth per month during a selected time range.
Avg Change per Week (below the Graph - Growth of Total Fans)	The average change in fan growth per week during a selected time range.
Avg Interactions per Day	The average number of interactions (comments, likes, shares) per day during a selected time range.



Metric	Description
Avg Interactions per Day of the Week	The average number of interactions (comments, likes, shares) per day of the week during a selected time range.
Avg Interactions per Month	The average number of interactions (comments, likes, shares) per month during a selected time range.
Avg Interactions per Week	The average number of interactions (comments, likes, shares) per week during a selected time range.
Avg Page Posts per Day	The average number of posts made by a page administrator per day during a selected time range.
Avg Page Posts per Day of the Week	The average number of posts made by a page administrator per day of the week during a selected time range.
Avg Page Posts per Hour	The average number of posts made by a page administrator per hour during a selected time range.
Avg Page Posts per Month	The average number of posts made by a page administrator per month during a selected time range.
Avg Page Posts per Week	The average number of posts made by a page administrator per week during a selected time range.
Avg User Posts per Day	The average number of posts users posted on the monitored page's wall per day during a selected time range.
Avg User Posts per Day of the Week	The average number of posts users posted on the monitored page's wall per day of the week during a selected time range.
Avg User Posts per Month	The average number of posts users posted on the monitored page's wall per month during a selected time range.
Avg User Posts per Week	The average number of posts users posted on the monitored page's wall per week during a selected time range.
Avg User Questions per Day	The average number of questions users posted on the monitored page's wall per day during a selected time range.
Avg User Questions per Day of the Week	The average number of questions users posted on the monitored page's wall per day of the week during a selected time range.
Avg User Questions per Month	The average number of questions users posted on the monitored page's wall per month during a selected time range.
Avg User Questions per Week	The average number of questions users posted on the monitored page's wall per week during a selected time range.

Metric	Description
C	
Country	Country
Country Reach	The share of reached online population in a particular country.
D	
Distribution of Fans	Distribution of fans in different countries.
E	
Efficiency of Promoted Posts	The ratio of interactions acquired via average promoted posts compared to average organic posts.
F	
Fan Post Sources	The sources from which the fans make their posts.
G	
Growth (below the Distribution of Fans)	Growth of fans in each country in the selected time range.
Growth of Total Fans	This graph shows the increase or decrease in fans by day, day of the week, week or month, during a selected time range. In a stacked column chart are displayed the top five countries fans are from.
I	
Interactions from All Posts	The total number of interactions received by all page posts during the selected time period.
Interactions from Analysed Posts	The total number of interactions received by all page promoted and organic posts during the selected time period.
Interactions from Promoted Posts	The total number of interactions received by all page promoted posts during the selected time period.
L	
Local Fans	The number of fans in each country.



Metric	Description
M	
Max Fan Posts On - by day of the week	The day of the week during which the fans posted most for a selected time range. Also shows the number of posts that occurred on that day of the week.
Max Fan Posts On - by month	The month during which the fans posted most for a selected time range. Also shows the number of posts that occurred on that month.
Max Fan Posts On - by week	The week during which the fans posted most for a selected time range. Also shows the number of posts that occurred on that week.
Max Fan Posts On - hour of the day	The hour of the day during which the fans posted most for a selected time range. Also shows the number of posts that occurred on that hour of the day.
Max Fan Posts On day	The day during which the fans posted most for a selected time range. Also shows the number of posts that occurred on that day.
Max Change of Fans by month	The month with the largest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that month.
Max Change of Fans by week	The week with the largest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that week.
Max Change of Fans on - day	The day with the largest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that day.
Max Change of Fans on - day of the week	The day of the week with the largest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that day of the week.
Max Interactions on - day	The day with the highest amount of interactions and the amount of interactions on that day.
Max Interactions on - day of the week	The day of the week with the highest amount of interactions and the amount of interactions on that day of the week.
Max Interactions on - month	The month with the highest amount of interactions and the amount of interactions on that month.
Max Interactions on - week	The week with the highest amount of interactions and the amount of interactions on that week.
Max Interactions per 1000 Fans on - day	The day with the highest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that day.
Max Interactions per 1000 Fans on - month	The month with the highest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that month.
Max Interactions per 1000 Fans on - week	The week with the highest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that week.
Min Change of Fans on - day	The day with the smallest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that day.



Metric	Description
Min Change of Fans on - day of the week	The day of the week with the smallest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that day of the week.
Min Change of Fans on - month	The month with the smallest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that month.
Min Change of Fans on - week	The week with the smallest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that week.
Min Interactions on - day	The day, week and month with the smallest amount of interactions and the amount of interactions on that day, week and month.
Min Interactions on - month	The month with the smallest amount of interactions and the amount of interactions on that month.
Min Interactions on - week	The week with the smallest amount of interactions and the amount of interactions on that week.
Min Interactions per 1000 Fans on - day	The day with the smallest amount of interactions and the amount of interactions on that day. The day with the smallest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that day.
Min Interactions per 1000 Fans on - month	The month with the smallest amount of interactions and the amount of interactions on that day. The day with the smallest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that month.
Min Interactions per 1000 Fans on - week	The day, week and month with the smallest amount of interactions and the amount of interactions on that day. The day with the smallest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that day/week/month.
Most Engaging Post Types	This shows the average interactions per 1000 fans by post type (Status, Link, Photo and Video) during a selected time range.

N

Number of Fan Posts - day	The number of fan posts a page received during a selected time range.
Number of Fan Posts - day of the week	The number of fan posts a page received at particular days of the week during a selected time range.
Number of Fan Posts - hour of the day	The number of fan posts a page received at particular times during a selected time range.
Number of Fan Posts - month	The number of fan posts a page received during a selected time range.
Number of Fan Posts - week	The number of fan posts a page received during a selected time range.
Number of Interactions By Posts - Distribution	The distribution of interactions (likes, comments, shares) during a selected time range.
Number of Interactions By Posts - Evolution	The number of interactions (likes, comments, shares) during a selected time range. The interactions are shown on the day the post they relate to was published.



Metric	Description
Number of Interactions per 1000 Fans	Every post has the metric Number of interactions per 1000 fans that identifies how engaging the post is. It is the sum of interactions (likes, comments, and shares) divided by the number of fans a page has on the day of the post and multiplied by 1000. The daily, weekly and monthly values for this metric are then calculated as the sum of this metric for all posts made on a particular day, during a particular week or month.
Number of Interactions per 1000 Fans per Period	Calculated as the sum of all daily numbers for the number of interactions (likes, comments, shares) per 1 000 fans during the selected time range.
Number of Page Posts with Post Types - Distribution	The number of posts made by the page's administrators, broken down by post types (photo, status, video, link, album and other) during a selected time range.
Number of Page Posts with Post Types - Evolution	The number of posts made by the page's administrators during a selected time range and their breakdown into individual post types (photo, status, video, link, album) .The data are aggregated and can be visualized per hour, day, day of the week, week, or month during a selected time range.
P	
Page Post Sources	This graph shows the different applications the profile used to post and the number of times those particular applications were used.
Posts in Time	This graph shows the total number of page posts (Promoted, Organic, Undetected) published during the selected time period and total number of interactions received by these posts.
Promoted Posts	The total number of posts promoted by page during the selected time period.
Promoted Posts Strategy	This chart shows the strategic position of a given page according to the relative amount of promoted posts (horizontal axis) over the relative amount of interactions accumulated by promoted posts (vertical axis). Mostly organic pages are placed in the lower left corner, and paid pages are in the upper right corner. Refer to the efficiency curves labeled in the background of the chart. These can help estimate the ratio of interactions acquired via average promoted posts compared to average organic posts.
R	
Responded vs. Unresponded User Posts	This graph shows the number of responded and unresponded posts and the response rates during a selected time range. User posts that were either marked as spam, hidden, or deleted by the admin are not included.
Responded vs. Unresponded User Questions	This graph shows the number of responded and unresponded questions and the response rates during a selcted time range. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.



Metric	Description
Response Rate for User Posts	This graph shows the percentage and the number of user posts the monitored page responded to versus the percentage and the number of user posts that did not receive a response during the selected time range. User posts that were either marked as spam, hidden, or deleted by the admin are not included.
Response Rate for User Questions	This graph shows the percentage and the number of user questions the monitored page responded to versus the percentage and the number of user questions that did not receive a response during the selected time range. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.
Response Time for User Posts	This graph shows the average response time for user posts during a selected time range. The response time is fixed to the day of the original post. User posts that were either marked as spam, hidden, or deleted by the admin are not included. The data are visualized and aggregated by hour of the day, day, week and day of the week.
Response Time for User Questions	This graph shows the average response time for user questions. The response time is fixed to the day of the original question/post. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included. The data are visualized and aggregated by hour of the day, day, week and day of the week.
Response Time Segments for User Posts	This graph shows a breakdown of the time it took the monitored page to respond to user posts during a selected time range. The following time intervals are used: under 10 minutes, 10-30 minutes, 30-60 minutes, 60-120 minutes, 2 hours - 5 hours, 5-12 hours, 12-24 hours, 24-48 hours, 48-72 hours, or more than 72 hours. User posts that were either marked as spam, hidden, or deleted by the admin are not included.
Response Time Segments for User Questions	This graph shows a breakdown of the time it took the monitored page to respond to user questions during a selected time range. The following time intervals are used: under 10 minutes, 10-30 minutes, 30-60 minutes, 60-120 minutes, 2 hours - 5 hours, 5-12 hours, 12-24 hours, 24-48 hours, 48-72 hours, or more than 72 hours. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.



Metric	Description	f
S		
Share of Interactions	Number of interactions acquired by post types (Promoted, Organic, Undetected) In selected time range.	
Share of Posts	Share of post types (promoted,organic,undetected) in selected time period, where type depends on wheter the post has been promoted or not.	
Sum of Fan Posts	The total number of posts made by fans during a selected time range.	
Sum of Interactions	The total number of interactions made by fans (likes, comments, shares) during a selected time range.	
Sum of Page Posts	The total number of posts made by a page administrator during a selected time range.	
Sum of User Posts	The total number of posts made by fans during a selected time range. User posts that were either marked as spam, hidden, or deleted by the admin are not included.	
Sum of User Questions	The total number of questions made by fans during a selected time range. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.	
T		
Total Fans	The total number of a page's fans.	
Total Change in Fans	The sum of all daily increases and decreases in fans during the selected time range.	
U		
User Activity	This graph shows the total number of all user posts (user posts, questions and comments) by day of the week and by hour of the day during a selected time range.	

Introduction to **Twitter** Metrics

Metric	Description
A	
Average Response Time	The average time it took the monitored page to respond to a user's mention (or question) during a selected time range. A user question is identified when mention contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well.
Avg Activities per Day	This shows the average number of activities (Retweets - Replies - Other Mentions) per day made by the Profile during a selected time range.
Avg Activities per Day of the Week	This shows the average number of activities (Retweets - Replies - Other Mentions) per day of the week made by the Profile during a selected time range.
Avg Activities per Hour	This shows the average number of activities (Retweets - Replies - Other Mentions) per hour made by the Profile during a selected time range.
Avg Activities per Moth	This shows the average number of activities (Retweets - Replies - Other Mentions) per month made by the profile during a selected time range.
Avg Activities per Week	This shows the average number of activities (Retweets - Replies - Other Mentions) per week made by the profile during a selected time range.
Avg Change per Day (below the Graph - Growth of Total Followers)	This shows the average change in follower growth per day during a selected time range.
Avg Change per Day (below the Graph - Growth of Total Following)	This shows the average change per day in the growth of users the profile is following during a selected time range.
Avg Change per Day (below the Graph - Growth of Total Listed)	This shows the average change in Total Listed per Day during a selected time range.
Avg Change per Day of the Week (below the Graph - Growth of Total Followers)	This shows the average change in follower growth per day of the week during a selected time range.
Avg Change per Day of the Week (below the Graph - Growth of Total Following)	This shows the average change per day of the week in the growth of users the profile is following during a selected time range.
Avg Change per Day of the Week (below the Graph - Growth of Total Listed)	This shows the average change in Total Listed per Day of the Week during a selected time range.
Avg Change per Month (below the Graph - Growth of Total Followers)	This shows the average change in follower growth per month during a selected time range.
Avg Change per Month (below the Graph - Growth of Total Following)	This shows the average change per month in the growth of users the profile is following during a selected time range.
Avg Change per Month (below the Graph - Growth of Total Listed)	This shows the average change in Total Listed per month during a selected time range.



Metric	Description
Avg Change per Week (below the Graph - Growth of Total Followers)	This shows the average change in follower growth per week during a selected time range.
Avg Change per Week (below the Graph - Growth of Total Following)	This shows the average change per week in the growth of users the profile is following during a selected time range.
Avg Change per Week (below the Graph - Growth of Total Listed)	This shows the average change in Total Listed per week during a selected time range.
Avg Interactions per Day	The average number of followers' interactions (Replies - Retweets - Favorites) per day during a selected time range.
Avg Interactions per Day of the Week	The average number of followers' interactions (Replies - Retweets - Favorites) per day of the Week during a selected time range.
Avg Interactions per Month	The average number of followers' interactions (Replies - Retweets - Favorites) per month during a selected time range.
Avg Interactions per Week	The average number of followers' interactions (Replies - Retweets - Favorites) per week during a selected time range.
Avg Mentions per Day	This shows the average number of mentions the profile received per day during a selected time range.
Avg Mentions per Day of the Week	This shows the average number of mentions the profile received per day of the week during a selected time range.
Avg Mentions per Hour	This shows the average number of mentions the profile received per hour during a selected time range.
Avg Mentions per Month	This shows the average number of mentions the profile received per month during a selected time range.
Avg Mentions per Week	This shows the average number of mentions the profile received per week during a selected time range.
Avg Profile Tweets per Day	This shows the average number of tweets made by the profile per day during a selected time range
Avg Profile Tweets per Day of the Week	This shows the average number of tweets made by the profile per day of the week during a selected time range.
Avg Profile Tweets per Hour of the Day	This shows the average number of tweets made by the profile per hour during a selected time range.
Avg Profile Tweets per Month	This shows the average number of tweets made by the profile per month during a selected time range.
Avg Profile Tweets per Week	This shows the average number of tweets made by the profile per week during a selected time range.
Avg User Mentions per Day	The average number of user mentions of the profile per day during a selected time range. A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well



Metric	Description
Avg User Mentions per Day of the Week	The average number of user mentions of the profile per day of the week during a selected time range. A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well
Avg User Mentions per Month	The average number of user mentions of the profile per month during a selected time range. A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well
Avg User Mentions per Week	The average number of user mentions of the profile per week during a selected time range. A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well
Avg User Questions per Day	The average number of user questions to the profile per day during a selected time range. A user question is identified when mention contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well.
Avg User Questions per Day of the Week	The average number of user questions to the profile per day of the week during a selected time range. A user question is identified when mention contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well.
Avg User Questions per Month	The average number of user questions to the profile per month during a selected time range. An organic mention is a tweet containing another user's Twitter username, preceded by the "@" symbol at the beginning of the tweet (question). For example, '@Socialbakers, How do I become a user?' would be considered an 'organic mention' and a question. Where as, 'How do I become a user? @Socialbakers' would not be considered an 'organic mention' nor a question.
Avg User Questions per Week	The average number of user questions to the profile per week during a selected time range. A user question is identified when mention contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well.



Metric	Description
G	
Growth of Total Followers	This graph shows the increase or decrease in followers during a selected time range. The data are aggregated and can be visualized per day, day of the week, week, or month during a selected time range.
Growth of Total Following	This graph shows the increase (or decrease) in the number of users a profile is following during a selected time range. The data are aggregated and can be visualized per day, day of the week, week, or month during a selected time range.
Growth of Total Listed	This graph shows the increase (or decrease) in the number of public lists the profile is a member of during a selected time range. The data are aggregated and can be visualized per day, day of the week, week, or month during a selected time range.
M	
Max Activities on - day	The day with the highest amount of profile activities (Retweets - Replies - Other Mentions) and the amount of profile activities on that day.
Max Activities on - day of the week	The day of the week with the highest amount of profile activities (Retweets - Replies - Other Mentions) and the amount of profile activities on that day of the week.
Max Activities on - hour of the day	The hour of the day with the highest amount of profile activities (Retweets - Replies - Other Mentions) and the amount of profile activities in that hour of the day.
Max Activities on - month	The month with the highest amount of profile activities (Retweets - Replies - Other Mentions) and the amount of profile activities in that month.
Max Activities on - week	The week with the highest amount of profile activities (Retweets - Replies - Other Mentions) and the amount of profile activities in that week.
Max Change of Followers on - day	This shows the day with the largest change in the number of followers (either increase or decrease) during a selected time range and the numerical value of the change on that day.
Max Change of Followers on - day of the week	This shows /the day of the week with the largest change in the number of followers (either increase or decrease) during a selected time range and the numerical value of the change on that day of the week.
Max Change of Followers on - month	This shows the day month with the largest change in the number of followers (either increase or decrease) during a selected time range and the numerical value of the change in that month.
Max Change of Followers on - week	This shows the week with the largest change in the number of followers (either increase or decrease) during a selected time range and the numerical value of the change in that week.
Max Change of Following on - day	This shows the day with the largest change (either increase or decrease) in the number of users the profile is following during a selected time range and the numerical value of the change on that day.



Metric	Description
Max Change of Following on - day of the week	This shows the day of the week with the largest change (either increase or decrease) in the number of users the profile is following during a selected time range and the numerical value of the change on that day of the week.
Max Change of Following on - month	This shows the month with the largest change (either increase or decrease) in the number of users the profile is following during a selected time range and the numerical value of the change in that month.
Max Change of Following on - week	This shows the week with the largest change (either increase or decrease) in the number of users the profile is following during a selected time range and the numerical value of the change in that week.
Max Change of Listed on - day	This shows the day with the largest change (either increase or decrease) in the number of Total Listed during a selected time range and the numerical value of change on that day.
Max Change of Listed on - day of the week	This shows the day of the week with the largest change (either increase or decrease) in the number of Total Listed during a selected time range and the numerical value of change on that the day of the week.
Max Change of Listed on - month	This shows the month with the largest change (either increase or decrease) in the number of Total Listed during a selected time range and the numerical value of change in that month.
Max Change of Listed on - week	This shows the week with the largest change (either increase or decrease) in the number of Total Listed during a selected time range and the numerical value of change in that week.
Max Interactions on - day	The day with the highest amount of interactions (Replies - Retweets - Favorites) and the amount of interactions on that day.
Max Interactions on - day of the week	The day of the week with the highest amount of interactions (Replies - Retweets - Favorites) and the amount of interactions on that day of the week.
Max Interactions on - month	The month with the highest amount of interactions (Replies - Retweets - Favorites) and the amount of interactions in that month.
Max Interactions on - week	The week with the highest amount of interactions (Replies - Retweets - Favorites) and the amount of interactions in that week.
Max Interactions per 1000 Followers on - day	The day with the highest amount of interactions (Replies - Retweets - Favorites) per 1 000 followers and the amount of interactions per 1 000 followers on that day.
Max Interactions per 1000 Followers on - month	The month with the highest amount of interactions (Replies - Retweets - Favorites) per 1 000 followers and the amount of interactions per 1 000 followers in that month.
Max Interactions per 1000 Followers on - week	The week with the highest amount of interactions (Replies - Retweets - Favorites) per 1 000 followers and the amount of interactions per 1 000 followers in that week.
Max Mentions on - day	This shows the day, when the Profile received the most mentions during a selected time range and the number of mentions on that day.
Max Mentions on - day of the week	This shows the day of the week, when the Profile received the most mentions during a selected time range and the number of mentions on that day of the week.



Metric	Description
Max Mentions on - hour of the day	This shows the hour of the day, when the Profile received the most mentions during a selected time range and the number of mentions in that hour of the day.
Max Mentions on - month	This shows the month, when the Profile received the most mentions during a selected time range and the number of mentions in that month.
Max Mentions on - week	This shows the week, when the Profile received the most mentions during a selected time range and the number of mentions in that week.
Mentions Sentiment	You will be able to access the data based on the sentiment that you assign to the selected mentions. It displays the evolution by day, week or month and the distribution of positive, negative and neutral sentiment.
Min Activities on - day	The day with the smallest amount of profile activities (Retweets - Replies - Other Mentions) and the amount of profile activities on that day.
Min Activities on - day of the week	The day of the week with the smallest amount of profile activities (Retweets - Replies - Other Mentions) and the amount of profile activities on that day of the week.
Min Activities on - hour of the day	The hour of the day with the smallest amount of profile activities (Retweets - Replies - Other Mentions) and the amount of profile activities in that hour of the day.
Min Activities on - month	The month with the smallest amount of profile activities (Retweets - Replies - Other Mentions) and the amount of profile activities in that month.
Min Activities on - week	The week with the smallest amount of profile activities (Retweets - Replies - Other Mentions) and the amount of profile activities in that week.
Min Change of Followers on - day	This shows the day with the smallest change in number of followers (either increase or decrease) during a selected time range and the numerical value of the change on that day.
Min Change of Followers on - day	This shows the day with the smallest change (either increase or decrease) in the number of users the profile is following during a selected time range and the numerical value of the change on that day.
Min Change of Followers on - day of the week	This shows the day of the week with the smallest change in number of followers (either increase or decrease) during a selected time range and the numerical value of the change on that day of the week.
Min Change of Followers on - day of the week	This shows the day of the week with the smallest change (either increase or decrease) in the number of users the profile is following during a selected time range and the numerical value of the change on that day of the week.
Min Change of Followers on - month	This shows the month with the smallest change in number of followers (either increase or decrease) during a selected time range and the numerical value of the change in that month.
Min Change of Followers on - month	This shows the month with the smallest change (either increase or decrease) in the number of users the profile is following during a selected time range and the numerical value of the change in that month.
Min Change of Followers on - week	This shows the week with the smallest change in number of followers (either increase or decrease) during a selected time range and the numerical value of the change in that week.



Metric	Description
Min Change of Followers on - week	This shows the week with the smallest change (either increase or decrease) in the number of users the profile is following during a selected time range and the numerical value of the change in that week.
Min Change of Listed on - day	This shows the day with the smallest change (either increase or decrease) in the number of Total Listed during a selected time range and the numerical value of change on that day.
Min Change of Listed on - day of the week	This shows the day of the week with the smallest change (either increase or decrease) in the number of Total Listed during a selected time range and the numerical value of change on that day of the week.
Min Change of Listed on - month	This shows the month with the smallest change (either increase or decrease) in the number of Total Listed during a selected time range and the numerical value of change in that month.
Min Change of Listed on - week	This shows the week or the month with the smallest change (either increase or decrease) in the number of Total Listed during a selected time range and the numerical value of change in that week.
Min Interactions on - day	The day with the smallest amount of interactions (Replies - Retweets - Favorites) and the amount of interactions on that day
Min Interactions on - day of the week	The day of the week with the smallest amount of interactions (Replies - Retweets - Favorites) and the amount of interactions on that day of the week.
Min Interactions on - month	The month with the smallest amount of interactions (Replies - Retweets - Favorites) and the amount of interactions in that month
Min Interactions on - week	The week with the smallest amount of interactions (Replies - Retweets - Favorites) and the amount of interactions in that week.
Min Interactions per 1000 Followers on - day	The day with the smallest amount of interactions (Replies - Retweets - Favorites) per 1 000 followers and the amount of interactions per 1 000 followers on that day.
Min Interactions per 1000 Followers on - month	The month with the smallest amount of interactions (Replies - Retweets - Favorites) per 1 000 followers and the amount of interactions per 1 000 followers in that month.
Min Interactions per 1000 Followers on - week	The week with the smallest amount of interactions (Replies - Retweets - Favorites) per 1 000 followers and the amount of interactions per 1 000 followers in that week.
Min Mentions on - day	This shows the day the profile received the least mentions during a selected time range and the number of mentions on that day.
Min Mentions on - day of the week	This shows the day of the week the profile received the least mentions during a selected time range and the number of mentions on that day of the week.
Min Mentions on - hour of the day	This shows hour of the day the profile received the least mentions during a selected time range and the number of mentions in that hour of the day.
Min Mentions on - month	This shows the month the profile received the least mentions during a selected time range and the number of mentions in that month.
Min Mentions on - week	This shows the week the profile received the least mentions during a selected time range and the number of mentions in that week.

Metric	Description
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N

Number of Interactions - Distribution By Tweets

The distribution of followers' interactions (replies, retweets, favorites) during a selected time range.

Number of Interactions - Evolution By Tweets

The number of all interactions (replies, retweets, favorites) by day of the week, day, week and month. The interactions are shown for the time of the tweet.

Number of Interactions per 1000 Followers

Every tweet has a metric Number of interactions per 1000 followers that identifies how engaging the tweet is. It is the sum of interactions (replies, retweets, favorites) divided by the number of followers a page had at the time of the tweet, and multiplied by 1000. The daily, weekly and monthly values for this metric are then calculated as the sum of all values for this metric for all posts made on a particular day, during a particular week or month.

Number of Interactions per 1000 Followers per Period

Calculated as the sum of all daily numbers for the number of interactions (replies, retweets, favorites) per 1 000 fans during the selected time range.

Number of Mentions

This graph shows the total number of mentions the profile received during a selected time range. The data are aggregated and can be visualized by hour of the day, per day, day of the week, week, or month during a selected time range.

Number of Profile Activities - Distribution

The distribution of profile activities (Retweets - Replies - Other Mentions) during a selected time range.

Number of Profile Activities - Evolution

This graph shows the total number of profile activities (Retweets - Replies - Other Mentions) that the profile made during a selected time range. The data are aggregated and can be visualized by hour of the day, per day, day of the week, or month during a selected time range.

Number of Profile Tweets

This graph shows the total number of tweets made during a selected time range. The data are aggregated and can be visualized by hour of the day, per day, day of the week, week, or month during a selected time range.

P

Profile Tweet Sources

This graph shows the different applications the profile used to post a tweet and the number of times those applications were used.



Metric	Description
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R

Responded vs. Unresponded User Mentions

This graph shows the mentions and the response rates. A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well

Responded vs. Unresponded User Questions

This graph shows the number of responded and unresponded questions and the response rates. The data are aggregated and can be visualized by day, day of the week, week, or month during a selected time range. A user question is identified when mention contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well.

Response Rate for User Mentions

This graph shows the percentage and the number of user mentions the monitored profile responded to versus the percentage and the number of user mentions that did not receive a response during the selected time range. A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well

Response Rate for User Questions

This graph shows the percentage and the number of user questions the monitored profile responded to versus the percentage and the number of user questions/mentions that did not receive a response during the selected time range. A user question is identified when mention contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well

Response Time for User Mentions

This graph shows the average response time for user mentions. The data are aggregated and can be visualized by hour of the day, of the week, or month during a selected time range. A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well

Response Time for User Questions

This graph shows the average response time for user questions. The data are aggregated and can be visualized by hour of the day, of the week, or month during a selected time range. A user question is identified when mention contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well.

Response Time Segments for User Mentions

This graph shows a breakdown of the time it took the monitored profile to respond to a user mention during a selected time range. This graph shows the relative distribution of page responses to user questions/mentions according to the time needed for the page to reply. The following time intervals are used: under 10 minutes, 10-30 minutes, 30-60 minutes, 60-120 minutes, 2 hours - 5 hours, 5-12 hours, 12-24 hours, 24-48 hours, 48-72 hours, or more than 72 hours. A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user?@Socialbakers,' would be considered a mention and a question, as well



Metric	Description
Response Time Segments for User Questions	This graph shows a breakdown of the time it took the monitored profile to respond to a user question during a selected time range. This graph shows the relative distribution of page responses to user questions/mentions according to the time needed for the page to reply. The following time intervals are used: under 10 minutes, 10-30 minutes, 30–60 minutes, 60–120 minutes, 2 hours - 5 hours, 5-12 hours, 12-24 hours, 24-48 hours, 48-72 hours, or more than 72 hours. A user question is identified when mention contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). A mention is a tweet containing another user's Twitter username, preceded by the "@" symbol. How do I become a user? @Socialbakers,' would be considered a mention and a question, as well.
S	
Sum of Activities	This shows the total number of activities (Retweets - Replies - Other Mentions) per day made by the profile during a selected time range.
Sum of Interactions	This shows the total number of interactions (Replies- Retweets - Favourites) per day made by users during a selected time range.
Sum of Mentions	The total number of users' mentions of the profile during a selected time range.
Sum of Profile Tweets	The total number of tweets made by the profile during a selected time range.
Sum of User Mentions	The total number of questions and user mentions the monitored profile received during the selected time range.
Sum of User Questions	The total number of questions and user questions the monitored profile received during the selected time range.
T	
Total Followers	The total number of followers on the last day of a selected time range.
Total Following	The total number of users the profile is following on the last day of a selected time range.
Total Change in Followers	The sum of all daily increases and decreases in the number of followers during the selected time range.
Total Change in Following	The sum of all daily increases and decreases in the number of users the profile is following during the selected time range.
Total Change in Listed	The sum of all daily increases and decreases in the number of public lists the profile is a member of during the selected time range.
Total Listed	The total number of public lists the profile is a member of during a selected time range.
User Activity	This graph shows the total number of user mentions by day of the week and also by hour of the day during a selected time range.
U	
User Activity	This graph shows the total number of user mentions by day of the week and also by hour of the day during a selected time range.

Introduction to YouTube Metrics

Metric	Description
A	
Avg Change per Day (below the graph Growth of Total Subscribers)	The average change in subscribers' growth per day during a selected time range.
Avg Change per Day of the Week (below the graph Growth of Total Subscribers)	The average change in subscribers' growth per day of the week during a selected time range.
Avg Change per Month (below the graph Growth of Total Subscribers)	The average change in subscribers' growth per month during a selected time range.
Avg Change per Week (below the graph Growth of Total Subscribers)	The average change in subscribers' growth per week during a selected time range.
Avg Interactions per Day	The average number of interactions (comments, likes, dislikes) per day during a selected time range.
Avg Interactions per Day of the Week	The average number of interactions (comments, likes, dislikes) per day of the week during a selected time range.
Avg Interactions per Month	The average number of interactions (comments, likes, dislikes) per month during a selected time range.
Avg Interactions per Week	The average number of interactions (comments, likes, dislikes) per week during a selected time range.
Avg Videos per Day	The average number of videos uploaded by the channel per day during a selected time range.
Avg Videos per Month	The average number of videos uploaded by the channel per month during a selected time range.
Avg Videos per Week	The average number of videos uploaded by the channel per week during a selected time range.
Avg Views per Day	The average number of Video Views a channel has per day during a selected time range.
Avg Views per Day of the Week	The average number of Video Views a channel has per day of the week during a selected time range.
Avg Views per Month	The average number of Video Views a channel has per month during a selected time range.
Avg Views per Week	The average number of Video Views a channel has per week during a selected time range.
G	
Growth of Total Subscribers	This graph shows the increase or decrease in the total number of subscribers to the channel by day/day of the week/week or month during a selected time range.

Metric	Description
M	
Max Change of Subscribers on - day	The day with the largest change in the number of subscribers (either increase or decrease) during a selected time range and the numerical value of change on that day.
Max Change of Subscribers on - day of the week	The day of the week with the largest change in the number of subscribers (either increase or decrease) during a selected time range and the numerical value of change on that day of the week.
Max Change of Subscribers on - month	The month with the largest change in the number of subscribers (either increase or decrease) during a selected time range and the numerical value of change in that month.
Max Change of Subscribers on - week	The week with the largest change in the number of subscribers (either increase or decrease) during a selected time range and the numerical value of change in that week.
Max Interactions on - day	The day with the highest amount of interactions (comments, likes, dislikes) and the amount of interactions on that day.
Max Interactions on - day of the week	The day of that week with the highest amount of interactions (comments, likes, dislikes) and the amount of interactions on that day of the week.
Max Interactions on - month	The month with the highest amount of interactions (comments, likes, dislikes) and the amount of interactions in that month.
Max Interactions on - week	The week with the highest amount of interactions (comments, likes, dislikes) and the amount of interactions in that week.
Max Interactions per 1000 Subscribers on - day	The day with the highest amount of interactions per 1 000 fans and the amount of interactions per 1 000 subscribers on that day.
Max Interactions per 1000 Subscribers on - month	The month with the highest amount of interactions per 1 000 fans and the amount of interactions per 1 000 subscribers in that month.
Max Interactions per 1000 Subscribers on - week	The week with the highest amount of interactions per 1 000 fans and the amount of interactions per 1 000 subscribers in that week.
Max Videos on - day	The day with the highest amount of videos uploaded by the channel and the amount of interactions on that day.
Max Videos on - month	The month with the highest amount of videos uploaded by the channel and the amount of interactions in that month.
Max Videos on - week	The week with the highest amount of videos uploaded by the channel and the amount of interactions in that week.
Max Views on - day	The day with the highest amount of of Video Views a channel has and the amount of Video Views on that day.
Max Views on - day of the week	The day of the week with the highest amount of of Video Views a channel has and the amount of Video Views on that day of the week.

Metric	Description
Max Views on - month	The month with the highest amount of of Video Views a channel has and the amount of Video Views in that month.
Max Views on - week	The week with the highest amount of of Video Views a channel has and the amount of Video Views on that week.
Min Change of Subscribers on - day	The day with the smallest change in the number of subscribers (either increase or decrease) during a selected time range and the numerical value of change on that day.
Min Change of Subscribers on - day of the week	The day of the week with the smallest change in the number of subscribers (either increase or decrease) during a selected time range and the numerical value of change on that day of the week.
Min Change of Subscribers on - month	The month with the smallest change in the number of subscribers (either increase or decrease) during a selected time range and the numerical value of change in that month.
Min Change of Subscribers on - week	The week with the smallest change in the number of subscribers (either increase or decrease) during a selected time range and the numerical value of change in that week.
Min Interactions on - day	The day with the smallest amount of interactions (comments, likes, dislikes) and the amount of interactions on that day.
Min Interactions on - day of the week	The day of the week with the smallest amount of interactions (comments, likes, dislikes) and the amount of interactions on that day of the week.
Min Interactions on - month	The month with the smallest amount of interactions (comments, likes, dislikes) and the amount of interactions in that month
Min Interactions on - week	The week with the smallest amount of interactions (comments, likes, dislikes) and the amount of interactions in that week.
Min Interactions per 1000 Subscribers on - day	The day with the highest amount of interactions per 1 000 subscribers and the amount of interactions per 1 000 subscribers on that day.
Min Interactions per 1000 Subscribers on - month	The month with the highest amount of interactions per 1 000 subscribers and the amount of interactions per 1 000 subscribers in that month.
Min Interactions per 1000 Subscribers on - week	The week with the highest amount of interactions per 1 000 subscribers and the amount of interactions per 1 000 subscribers in that week.
Min Views on - day	The day with the smallest amount of Video Views a channel has and the amount of Video Views on that day.
Min Views on - day of the week	The day of the week with the smallest amount of Video Views a channel has and the amount of Video Views on that day of the week.
Min Views on - month	The month with the smallest amount of Video Views a channel has and the amount of Video Views in that month.
Min Views on - week	The week with the smallest amount of Video Views a channel has and the amount of Video Views in that week.

Metric	Description	
N		
Number of Interactions	The number of interactions (comments, likes, dislikes). The interactions are calculated on the day, when the interaction was made by the user. The data are aggregated and can be visualized per day, week, or month during a selected time range.	
Number of Interactions per 1000 Subscribers	Every video has a metric Number of interactions per 1000 subscribers that identifies how engaging the video is. It is the sum of interactions (likes, comments, dislikes) divided by the number of subscribers and multiplied by 1000. The daily, weekly and monthly values for this metric are then calculated as the sum of these metrics for all posts made on a particular day, during a particular week or month.	
Number of Interactions per 1000 Subscribers per Period	Calculated as the sum of all daily numbers for the number of interactions (likes, comments, dislikes) per 1000 subscribers during the selected time range.	
Number of Videos	The number of videos uploaded by the channel during a selected time range. The data are aggregated and can be visualized per day, week, or month during a selected time range.	
Number of Views	This graph shows the absolute number of Video Views during a selected time range with the 5 most viewed videos in the stacked column chart. The data are aggregated and can be visualized per day, day of the week, week, or month during a selected time range.	
S		
Sum of Interactions	The total number of interactions (likes, comments, dislikes) during a selected time range.	
Sum of Videos	The total number of videos uploaded by the channel during a selected time range. The data are aggregated and can be visualized per day, week, or month during a selected time range.	
Sum of Views	The total number of video views during a selected time range.	
T		
Total Change in Subscribers	The sum of all daily increases and decreases in subscribers during the selected time range.	
Total Subscribers	The total number of a channel's subscribers.	
Total Uploaded Video Views	This graph shows the total number of Video Views a channel has on a given day during a selected time range.	
Total Videos	This graph shows the total number of videos a channel has day by day during a selected time range.	

Introduction to **vkontakte** Metrics

Metric	Description
A	
Average Response Time per Period	The average time it took the monitored page to respond to a user post (or question) during a selected time range.
Avg Fan Posts per Day	The average number of posts made by fans per day during a selected time range.
Avg Fan Posts per Day of the Week	The average number of posts made by fans per day of the week during a selected time range.
Avg Fan Posts per Month	The average number of posts per month made by fans during a selected time range.
Avg Fan Posts per Week	The average number of posts per week made by fans during a selected time range.
Avg Change per Day	The average change in fan growth per day during a selected time range.
Avg Change per Day of the Week	The average change in fan growth per day of the week during a selected time range.
Avg Change per Month (below the Graph - Growth of Total Fans)	The average change in fan growth per month during a selected time range.
Avg Change per Week (below the Graph - Growth of Total Fans)	The average change in fan growth per week during a selected time range.
Avg Interactions per Day	The average number of interactions (comments, likes, shares) per day during a selected time range.
Avg Interactions per Day of the Week	The average number of interactions (comments, likes, shares) per day of the week during a selected time range.
Avg Interactions per Month	The average number of interactions (comments, likes, shares) per month during a selected time range.
Avg Interactions per Week	The average number of interactions (comments, likes, shares) per week during a selected time range.
Avg Page Posts per Day	The average number of posts made by a page administrator per day during a selected time range.
Avg Page Posts per Day of the Week	The average number of posts made by a page administrator per day of the week during a selected time range.
Avg Page Posts per Month	The average number of posts made by a page administrator per month during a selected time range.
Avg Page Posts per Week	The average number of posts made by a page administrator per week during a selected time range.

Metric	Description	
Avg User Posts per Day	The average number of posts users posted on the monitored page's wall per day during a selected time range.	
Avg User Posts per Day of the Week	The average number of posts users posted on the monitored page's wall per day of the week during a selected time range.	
Avg User Posts per Month	The average number of posts users posted on the monitored page's wall per month during a selected time range.	
Avg User Posts per Week	The average number of posts users posted on the monitored page's wall per week during a selected time range.	
Avg User Questions per Day	The average number of questions users posted on the monitored page's wall per day during a selected time range.	
Avg User Questions per Day of the Week	The average number of questions users posted on the monitored page's wall per day of the week during a selected time range.	
Avg User Questions per Month	The average number of questions users posted on the monitored page's wall per month during a selected time range.	
Avg User Questions per Week	The average number of questions users posted on the monitored page's wall per week during a selected time range.	
D		
Distribution of Attachments	Distribution of different types of attachments posted by page.	
G		
Growth of Total Fans	This graph shows the increase or decrease in fans during a selected time range.	
CH		
Change in Total Fans	The sum of all daily increases and decreases in fans during the selected time range.	



Metric	Description
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M

Max Fan Posts On - by day of the week

The day of the week during which the fans posted most for a selected time range. Also shows the number of posts that occurred on that day of the week.

Max Fan Posts On - by month

The month during which the fans posted most for a selected time range. Also shows the number of posts that occurred on that month.

Max Fan Posts On - by week

The week during which the fans posted most for a selected time range. Also shows the number of posts that occurred on that week.

Max Fan Posts On day

The day during which the fans posted most for a selected time range. Also shows the number of posts that occurred on that day.

Max Change of Fans by month

The month with the largest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that month.

Max Change of Fans by week

The week with the largest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that week.

Max Change of Fans on - day

The day with the largest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that day.

Max Change of Fans on - day of the week

The day of the week with the largest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that day of the week.

Max Interactions on - day

The day with the highest amount of interactions and the amount of interactions on that day.

Max Interactions on - day of the week

The day of the week with the highest amount of interactions and the amount of interactions on that day of the week.

Max Interactions on - month

The month with the highest amount of interactions and the amount of interactions on that month.

Max Interactions on - week

The week with the highest amount of interactions and the amount of interactions on that week.

Max Interactions per 1000 Fans on - day

The day with the highest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that day.

Max Interactions per 1000 Fans on - month

The month with the highest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that month.

Max Interactions per 1000 Fans on - week

The week with the highest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that week.

Metric	Description
Min Change of Fans on - day	The day with the smallest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that day.
Min Change of Fans on - day of the week	The day of the week with the smallest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that day of the week.
Min Change of Fans on - month	The month with the smallest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that month.
Min Change of Fans on - week	The week with the smallest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that week.
Min Interactions on - day	The day with the smallest amount of interactions and the amount of interactions on that day.
Min Interactions on - month	The month with the smallest amount of interactions and the amount of interactions on that month.
Min Interactions on - week	The week with the smallest amount of interactions and the amount of interactions on that week.
Min Interactions per 1000 Fans on - day	The day with the smallest amount of interactions and the amount of interactions on that day. The day with the smallest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that day.
Min Interactions per 1000 Fans on - month	The month with the smallest amount of interactions and the amount of interactions on that day. The day with the smallest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that month.
Min Interactions per 1000 Fans on - week	The day, week and month with the smallest amount of interactions and the amount of interactions on that day. The day with the smallest amount of interactions per 1 000 fans and the amount of interactions per 1 000 fans on that day/week/month.
Most Engaging Post Types	This shows the average interactions for 1000 fans by post type (Status, Link, Photo and Video) during a selected time range.

N

Number of Fan Posts	The number of fan posts a page received by day/day of the week/week or month during a selected time range.
Number of Interactions By Posts - Distribution	The distribution of interactions (likes, comments, shares) during a selected time range.
Number of Interactions By Posts - Evolution	The number of interactions (likes, comments, shares) during a selected time range. The interactions are shown on the day the post they relate to was published.



Metric	Description
Number of Interactions per 1000 Fans	Every post has a metric Number of interactions per 1000 fans that identifies how engaging the post is. It is the sum of interactions (likes, comments, and shares) divided by the number of fans a page has at the time of the post, and multiplied by 1000. The daily, weekly and monthly values for this metric are then calculated as the sum of these metrics for all posts made on a particular day, during a particular week or month.
Number of Interactions per 1000 Fans per Period	Calculated as the sum of all daily numbers for the number of interactions (likes, comments, shares) per 1 000 fans during the selected time range.
Number of Page Posts with Post Types - Distribution	The number of posts made by the page's administrators, broken down by post types (photo, status, video, link, album) during a selected time range.
Number of Page Posts with Post Types - Evolution	The number of posts made by the page's administrators during a selected time range and their breakdown into individual post types (photo, status, video, link, album) .The data are aggregated and can be visualized per hour, day, day of the week, week, or month during a selected time range.
R	
Responded vs. Unresponded User Questions / Responded vs. Unresponded User Posts	This graph shows the daily, by the day of the week, weekly or monthly number of responded and unresponded questions/posts and the response rates. A user question is a user post on the company's page or a user post mentioning the company's page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden or deleted by the admin are not included.f
Response Rate for User Posts	This graph shows the percentage and the number of user posts the monitored page responded to versus the percentage and the number of user posts that did not receive a response during the selected time range. User posts that were either marked as spam, hidden, or deleted by the admin are not included.
Response Rate for User Questions	This graph shows the percentage and the number of user questions the monitored page responded to versus the percentage and the number of user questions that did not receive a response during the selected time range. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.
Response Time for User Posts	This graph shows the average response time for user posts during a eslected time range. The response time is fixed to the day of the original post. User posts that were either marked as spam, hidden, or deleted by the admin are not included. The data are visualized and aggregated by hour of the day, week and day of the week.
Response Time for User Questions	This graph shows the average response time for user questions. The response time is fixed to the day of the original question/post. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included. The data are visualized and aggregated by hour of the day, week and day of the week.






Metric	Description
Response Time Segments for User Posts	This graph shows a breakdown of the time it took the monitored page to respond to user posts during a selected time range. The following time intervals are used: under 10 minutes, 10-30 minutes, 30-60 minutes, 60-120 minutes, 2 hours - 5 hours, 5-12 hours, 12-24 hours, 24-48 hours, 48-72 hours, or more than 72 hours. User posts that were either marked as spam, hidden, or deleted by the admin are not included.
Response Time Segments for User Questions	This graph shows a breakdown of the time it took the monitored page to respond to user questions during a selected time range. The following time intervals are used: under 10 minutes, 10-30 minutes, 30-60 minutes, 60-120 minutes, 2 hours - 5 hours, 5-12 hours, 12-24 hours, 24-48 hours, 48-72 hours, or more than 72 hours. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.
S	
Sum of Fan Posts	The total number of posts made by fans during a selected time range.
Sum of Interactions	The total number of interactions made by fans (likes, comments, shares) during a selected time range.
Sum of Page Posts	The total number of posts made by a page administrator during a selected time range.
Sum of User Posts	The total number of posts made by fans during a selected time range. User posts that were either marked as spam, hidden, or deleted by the admin are not included.
Sum of User Questions	The total number of questions made by fans during a selected time range. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.
T	
Total Fans	The total number of a page's fans.
U	
User Activity	This graph shows the total number of user posts, questions and comments by day of the week and also by hour of the day during a selected time range.


Introduction to Instagram Metrics

Metric	Description
A	
Average Interactions per Day	The average number of followers' interactions (Likes and Comments) per day during a selected time range.
Average Page Posts per Day	This shows the average number of posts made by the profile per day during a selected time range
Avg Change per Day (below the Graph - Growth of Total Followers)	This shows the average change in follower growth per day during a selected time range.
Avg Change per Day (below the Graph - Growth of Total Following)	This shows the average change per day in the growth of users the profile is following during a selected time range.
D	
Distribution of Photo Filter	Shows the distribution of Photo filters of published Posts during selected period.
Distribution of Video Filters	Shows the distribution of Video filters of published Posts during selected period.
G	
Growth of Total Followers	This graph shows the increase or decrease in followers during a selected time range. The data are aggregated and can be visualized per day, day of the week, week, or month during a selected time range.
Growth of Total Following	This graph shows the increase (or decrease) in the number of users a profile is following during a selected time range. The data are aggregated and can be visualized per day, day of the week, week, or month during a selected time range.
M	
	This shows the average change per day of the week in the growth of users the profile is following during a selected time range.
Max Change of Followers on	This shows the day with the largest change in the number of followers (either increase or decrease) during a selected time range and the numerical value of the change on that day.
Max Change of Following on	This shows the day with the largest change (either increase or decrease) in the number of users the profile is following during a selected time range and the numerical value of the change on that day.

Metric	Description	
Max Interactions on	The day with the highest amount of interactions (Likes and Comments) and the amount of interactions on that day.	
Max Interactions per 1000 Followers on	The day with the highest amount of interactions (Likes - Comments) per 1 000 followers and the amount of interactions per 1 000 followers on that day.	
Min Change of Followers on	This shows the day with the smallest change in number of followers (either increase or decrease) during a selected time range and the numerical value of the change on that day.	
Min Change of Following on	This shows the day with the smallest change (either increase or decrease) in the number of users the profile is following during a selected time range and the numerical value of the change on that day.	
Min Interactions on	The day with the smallest amount of interactions (Likes and Comments) and the amount of interactions on that day	
Min Interactions per 1000 Followers on	The day with the smallest amount of interactions (Likes - Comments) per 1 000 followers and the amount of interactions per 1 000 followers on that day.	
Most Engaging Photo Filters	This shows the average interactions per 1000 followers by photo filter during a selected time range.	
Most Engaging Video Filters	This shows the average interactions per 1000 followers by video filter during a selected time range.	

N

Number of Interactions - Distribution	The distribution of interactions (likes and comments) during a selected time range.
Number of Interactions - Evolution	The number of interactions (likes and comments) during a selected time range. The interactions are shown on the day the post they relate to was published.
Number of Interactions per 1000 Followers	Every post has a metric Number of interactions per 1000 followers that identifies how engaging the post is. It is the sum of interactions (likes and comments) divided by the number of followers a profile had at the time of the post, and multiplied by 1000. The daily, weekly and monthly values for this metric are then calculated as the sum of all values for this metric for all posts made on a particular day, during a particular week or month.
Number of Interactions per 1000 Followers per Period	Every post has a metric Number of interactions per 1000 followers that identifies how engaging the post is. It is the sum of interactions (likes and comments) divided by the number of followers a profile had at the time of the post, and multiplied by 1000. The daily, weekly and monthly values for this metric are then calculated as the sum of all values for this metric for all posts made on a particular day, during a particular week or month.
Number of Profile Posts with Post Types	The number of posts made by the profile's administrators during a selected time range and their breakdown into individual post types.

Metric	Description	
S		
Sum of Interactions	This shows the total number of interactions (Likes and Comments) per day made by users during a selected time range.	
Sum of Profile Photos	The total number of photos made by the profile during a selected time range.	
Sum of Profile Posts	The total number of posts made by the profile during a selected time range.	
Sum of Profile Videos	The total number of videos made by the profile during a selected time range.	
T		
Total Followers	The total number of followers on the last day of a selected time range.	
Total Following	The total number of users the profile is following on the last day of a selected time range.	
Total Change in Followers	The sum of all daily increases and decreases in the number of followers during the selected time range.	
Total Change in Following	The sum of all daily increases and decreases in the number of users the profile is following during the selected time range.	

Introduction to **Multicomparison** Metrics

Metric	Description
A	
Absolute Growth of Total Fans (FB & VK)	The sum of all fan increases and decreases of each Page.
Absolute Growth of Total Followers (TW & IG)	The sum of all followers' increases and decreases of each Profile.
Absolute Growth of Total Subscribers (YT)	The sum of all subscribers' increases and decreases of each Channel.
All Pages Response Rate for Posts per (FB & VK)	The average Response Rate to posts per Page. This is the sum of every Page's average Response Rate to posts, divided by the number of pages.
All Pages Response Rate for Questions (FB & VK)	The average Response Rate to user questions per Page. This is the sum of every Page's average Response Rate to questions for each page divided by the number of pages.
All Pages Response Time for Posts (FB & VK)	The average Response Time to posts per Page. This is the sum of each Page's average Response Time to posts, divided by the number of pages.
All Pages Response Time for Questions (FB & VK)	The average Response Time to questions per Page. This is the sum of each Page's average Response Time to questions, divided by the number of pages.
All Profiles Response Time for Mentions (TW)	The average Response Time to mentions per Profile. This is the sum of each Profile's average Response Time to mentions, divided by the number of profiles.
All Profiles Response Time for Questions (TW)	The average Response Time to questions per Profile. This is the sum of each Profile's average Response Time to questions, divided by the number of profiles.
Avg Fan Growth per Page (FB & VK)	This number is the sum of all fan increases and decreases of all selected Pages divided by the number of selected Pages.
Avg Follower Growth per Profile (TW & Inst)	This number is the sum of all follower increases and decreases of all selected Profiles divided by the number of selected Profiles.
Avg Number of Fan Posts per Page (FB & VK)	The sum of all Fan Posts of each page divided by the total number of selected pages.
Avg Number of Fans per Page (FB & VK)	Average number of Fans per Page. This number is the sum of all Fans of each page divided by the number of pages.
Avg Number of Followers per Profile (TW & IG)	Average number of Followers per profile. This number is the sum of all Followers of each profile divided by the number of profiles.
Avg Number of Interactions per Channel (YT)	The sum of all interactions of all selected Channels divided by the number of selected Channels.
Avg Number of Interactions per Page (FB & VK)	The sum of all interactions of all selected Pages divided by the number of selected Pages.

Metric	Description
Avg Number of Interactions per Profile (TW)	The sum of all interactions of all selected Profiles divided by the number of selected Profiles.
Avg Number of Interactions per Profile (IG)	The sum of all interactions of all selected Profiles divided by the number of selected Profiles.
Avg Number of Mentions per Profile (TW)	The sum of all mentions of each profile divided by the total number of selected profiles.
Avg Number of Page Posts per Page (FB & VK)	This number is the sum of all page posts of all selected Pages divided by the number of selected Pages.
Avg Number of Produced Videos per Profile (YT)	This number is the sum of all posted videos of all selected Channels divided by the number of selected Channels.
Avg Number of Profile Posts per Profile (IG)	This number is the sum of all profile posts of all selected Profiles divided by the number of selected Profiles.
Avg Number of Profile Tweets per Profile (TW)	This number is the sum of all profile tweets of all selected Profiles divided by the number of selected Profiles.
Avg Number of Subscribers per Channel (YT)	Average number of Subscribers per channel. This number is the sum of all Subscribers of each channel divided by the number of channels.
Avg Response Rate for Mentions per Profile (TW)	The average Response Rate to mentions per Profile. This is the sum of every Profile's average Response Rate to mentions, divided by the number of profiles.
Avg Response Rate for Questions per Profile (TW)	The average Response Rate to user questions per Profile. This is the sum of every Profile's average Response Rate to questions for each profile divided by the number of profiles.
Avg Subscriber Growth per Channel (YT)	This number is the sum of all subscribers' increases and decreases of all selected Channels divided by the number of selected Channels.
I	
Interactions by % of Promoted Posts (FB)	This shows how many promoted posts, by the percentage of total analyzed posts, that were published by a page during a selected time period. It also displays the total number of Interactions received by these posts compared to the number of Interactions received by Organic, and Undetected posts.
N	
Number of Fan Posts (FB & VK)	The number of fan posts for each Page during a selected time range.
Number of Interactions (FB & VK)	The number of interactions (likes, comments, shares) for each Page during a selected time range.
Number of Interactions (TW)	The number of interactions (replies, retweets, favorites) for each Profile during a selected time range.
Number of Interactions (YT)	The number of interactions (likes, dislikes, comments) for each Channel during a selected time range.

Metric	Description
Number of Interactions (IG)	The number of interactions (likes and comments) for each Profile during a selected time range.
Number of Interactions by Post Type (FB)	Number of interactions acquired by post types (organic, promoted, undetected) In selected time range.
Number of Mentions (TW)	The number of mentions the profile received during a selected time range.
Number of Page Posts (FB & VK)	The sum of all posts posted by each Page.
Number of Posts by Post Type (FB)	Number of post types(promoted,organic,undetected) in selected time period, where type depends on whether the post has been promoted or not.
Number of Produced Videos (YT)	The sum of all videos posted by each Channel.
Number of Profile Posts (IG)	The sum of all posts posted by each Profile.
Number of Profile Tweets (TW)	The sum of all tweets posted by each Profile.

P

Promoted Posts Strategy (FB)	This chart shows the strategic position of a given page according to the relative amount of promoted posts (horizontal axis) over the relative amount of interactions accumulated by promoted posts (vertical axis). Mostly organic pages are placed in the lower left corner, and paid pages are in the upper right corner. Refer to the efficiency curves labeled in the background of the chart. These can help estimate the ratio of interactions acquired via average promoted posts compared to average organic posts.
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R

Relative Growth of Total Fans (FB & VK)	The growth is expressed as a percentage. This number is the sum of all fan increases and decreases divided by the number of fans for each Page.
Relative Growth of Total Followers (TW & IG)	The growth is expressed as a percentage. This number is the sum of all followers' increases and decreases divided by the number of fans for each Profile.
Relative Growth of Total Subscribers (YT)	The growth is expressed as a percentage. This number is the sum of all subscribers' increases and decreases divided by the number of subscribers for each Channel.
Response Rate vs. Number of Mentions (TW)	This graph shows the percentage of user mentions responded by the profiles in the selection versus the number of user mentions asked during a selected time range. For example, the profile located farthest to the right and farthest to the top on the chart would indicate that the profile is answering the most amount of mentions, most often.

Metric	Description
Response Rate vs. Number of Posts (FB & VK)	This graph shows the percentage of user posts responded to by the pages in the selection versus the number of user posts asked during a selected time range. For example, the page located farthest to the right and farthest to the top on the chart would indicate that the page is answering the most amount of posts, most often. User posts that were either marked as spam, hidden, or deleted by the admin are not included.
Response Rate vs. Number of Questions (TW)	This graph shows the percentage of user questions responded by the profiles in the selection versus the number of user mentions asked during a selected time range. For example, the profile located farthest to the right and farthest to the top on the chart would indicate that the profile is answering the most amount of questions, most often.
Response Rate vs. Number of Questions/Posts (FB & VK)	This graph shows the percentage of user questions responded to by the pages in the selection versus the number of user questions asked during a selected time range. For example, the page located farthest to the right and farthest to the top on the chart would indicate that the page is answering the most amount of questions, most often. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.
Response Time vs. Number of Mentions (TW)	This graph shows the response time to user mentions responded by the profiles in the selection versus the number of user mentions received during a selected time range.
Response Time vs. Number of Posts (FB & VK)	This graph shows the response time to user posts responded to by the pages in the selection versus the number of user posts asked during a selected time range. User posts that were either marked as spam, hidden, or deleted by the admin are not included.
Response Time vs. Number of Questions (FB & VK)	This graph shows the response time to user questions responded to by the pages in the selection versus the number of user questions asked during a selected time range. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.
Response Time vs. Number of Questions (TW)	This graph shows the response time to user questions responded by the profiles in the selection versus the number of user questions asked during a selected time range.
S	
Share of Interactions by Post Type (FB)	Share of interactions acquired by post types (organic,promoted,undetected) In selected time range.
Share of Posts by Post Type (FB)	Share of post types(promoted,organic,undetected) in selected time period, where type depends on wheter the post has been promoted or not.
Sum of All Fan Posts (FB & VK)	The sum of all Fan Posts of all selected Pages.

Metric	Description
Sum of All Fans (FB & VK)	The total number of Fans for all displayed pages.
Sum of All Followers (TW & IG)	The total number of Followers for all displayed profiles.
Sum of All Interactions (FB & VK)	The sum of all interactions of the selected Pages.
Sum of All Interactions (TW)	The sum of all interactions of the selected Profiles.
Sum of All Interactions (YT)	The sum of all interactions of the selected Channels.
Sum of All Interactions (IG)	The sum of all interactions of the selected Profiles.
Sum of All Mentions (TW)	The sum of all mentions of all selected Profiles.
Sum of All Page Posts (FB & VK)	The sum of all posts posted by selected Pages.
Sum of All Produced Videos (YT)	The sum of all posted videos posted by selected Channels.
Sum of All Profile Posts (IG)	The sum of all posts posted by selected Profiles.
Sum of All Profile Tweets (TW)	The sum of all tweets posted by selected Profiles.
Sum of All Subscribers (IT)	The total number of Subscribers for all displayed channels.

T

Total Fans (FB & VK)	Total number of a Page's Fans at a given point of time.
Total Followers (TW & IG)	Total number of Profile's Followers in a given point of time.
Total Change in All Fans (FB & VK)	This number is the sum of all fan increases and decreases of all selected Pages.
Total Change in All Followers (TW & IG)	This number is the sum of all followers' increases and decreases of all selected Profiles.
Total Change in All Subscribers (YT)	This number is the sum of all subscribers' increases and decreases of all selected Channels.
Total Subscribers (YT)	Total number of Channel's Subscribers in a given point of time.

Introduction to **Multiplatform Dashboard** Metrics

Metric	Description
A	
Average Tweets per Day (TW) (below the Graph - Number of Profile Tweets)	The average number of tweets per day made by selected Twitter profiles during a selected time range.
Average User Questions per Day (FB & VK) (below the Graph - User Questions Overview)	The average number of received user questions per day by the selected pages during a selected time range.
Average User Questions per Day (TW) (below the Graph - User Questions Overview)	The average number of received user questions per day by the selected Twitter profiles during a selected time range.
Avg Response Time for User Questions (FB)	The average time it took the monitored Facebook pages to respond to incoming questions during a selected time range.
Avg Response Time for User Questions (TW)	The average time it took the monitored profiles to respond to incoming questions during a selected time range.
Avg Response Time for User Questions (VK)	The average time it took the monitored VKontakte pages to respond to incoming questions during a selected time range.
Avg Change per Day (FB & VK) (below the Graph - Growth of Total Fans)	Average change in fans for selected pages during a selected time range.
Avg Change per Day (TW & IG) (below the Graph - Growth of Total Followers)	Average change in followers per day for selected profiles during a selected time range.
Avg Change per Day (YT) (below the Graph - Growth of Total Subscribers)	Average change in subscribers per day for selected YouTube profiles during a selected time range.
Avg Interactions per Day (FB & VK) (below the Graph - Number of Interactions)	The avg. number of interactions per day the selected pages had during a selected time range.
Avg Interactions per Day (TW) (below the Graph - Number of Interactions)	The avg. number of interactions per day the selected Twitter profiles had during a selected time range.
Avg Interactions per Day (IG) (below the Graph - Number of Interactions)	The avg. number of interactions per day the selected Instagram profiles had during a selected time range.
Avg Interactions per Day (YT) (below the Graph - Number of Interactions)	The avg. number of interactions per day the selected YouTube channels had during a selected time range.
Avg Posts per Day (FB & VK) (below the Graph - Number of Page Posts)	The average number of admin posts per day made by selected pages during a selected time range.
Avg Posts per Day (IG) (below the Graph - Number of Profile Posts)	The average number of profile posts per day made by selected Instagram profiles during a selected time range.
Avg Views per Day (YT) (below the Graph - Number of Views)	The average number of views per day the selected YouTube channels had during a selected time range.

Metric	Description
D	
Distribution of Interactions (FB)	The distribution of interactions during a selected time range.
Distribution of Interactions (TW)	The distribution of interactions during a selected time range.
Distribution of Interactions (YT)	The distribution of interactions during a selected time range.
Distribution of Interactions (VK)	The distribution of interactions during a selected time range.
Distribution of Interactions (IG)	The distribution of interactions during a selected time range.
G	
Growth of Total Fans (FB)	The sum of the increases or decreases in fans of selected Facebook pages during a selected time range.
Growth of Total Fans (VK)	The sum of the increases or decreases in fans of selected VKontakte pages during a selected time range.
Growth of Total Followers (TW)	The sum of the increases or decreases in followers of selected Twitter profiles during a selected time range.
Growth of Total Followers (IG)	The sum of the increases or decreases in followers of selected Instagram profiles during a selected time range.
Growth of Total Subscribers (YT)	The sum of the increases or decreases in subscribers of selected YouTube channels during a selected time range.
N	
Number of Interactions (FB)	The sum of interactions the selected Facebook pages had during a selected time range.
Number of Interactions (TW)	The sum of interactions the selected Twitter profiles had during a selected time range.
Number of Interactions (YT)	The sum of interactions the selected YouTube channels had during a selected time range.
Number of Interactions (VK)	The sum of interactions the selected VKontakte pages had during a selected time range.
Number of Interactions (IG)	The sum of interactions the selected Instagram pages had during a selected time range.
Number of Page Posts (FB)	The sum of admin posts made by selected Facebook pages during a selected time range.
Number of Page Posts (VK)	The sum of admin posts made by selected VKontakte pages during a selected time range.

Metric	Description
Number of Profile Posts (IG)	The sum of posts made by selected Instagram profiles during a selected time range.
Number of Profile Tweets (TW)	The sum of tweets made by selected Twitter profiles during a selected time range.
Number of Views (YT)	The sum of views the selected YouTube channels had during a selected time range.

R

Response Rate for User Questions (FB)	The percentage and the number of user questions the monitored pages responded to versus the number of unresponded user questions during the selected time range
Response Rate for User Questions (TW)	The percentage and the number of user questions the monitored profiles responded to versus the number of unresponded user questions during the selected time range.
Response Rate for User Questions (VK)	The percentage and the number of user questions the monitored pages responded to versus the number of unresponded user questions during the selected time range

S

Sum of Admin Posts (FB & VK) (below the Graph - Number of Page Posts)	The total number of posts made by the page's administrators during a selected time range.
Sum of Interactions (FB & VK) (below the Graph - Number of Interactions)	The total number of interactions the selected pages had during a selected time range.
Sum of Interactions (TW) (below the Graph - Number of Interactions)	The total number of interactions the selected Twitter profiles had during a selected time range.
Sum of Interactions (IG) (below the Graph - Number of Interactions)	The total number of interactions the selected Instagram profiles had during a selected time range.
Sum of Interactions (YT) (below the Graph - Number of Interactions)	The sum of interactions the selected YouTube channels had during a selected time range.
Sum of Profile Posts (IG) (below the Graph - Number of Profile Posts)	The total number of posts made by the profile's administrators during a selected time range.
Sum of Profile Tweets (TW) (below the Graph - Number of Profile Tweets)	The total number of tweets made by selected Twitter profiles during a selected time range.
Sum of User Questions (FB & VK) (below the Graph - User Questions Overview)	The total number of received user questions per day by the selected pages during a selected time range.
Sum of User Questions (TW) (below the Graph - User Questions Overview)	The total number of received user questions per day by the selected Twitter profiles during a selected time range.
Sum of Views (YT) (below the Graph - Number of Views)	The total number of views the selected YouTube channels had during a selected time range.

Metric	Description
T	
Total Change in Fans (FB & VK) (below the Graph - Growth of Total Fans)	The sum of the increases or decreases in fans for selected pages during a selected time range.
Total Change in Followers (TW & IG) (below the Graph - Growth of Total Followers)	The sum of the increases or decreases in followers for selected profiles during a selected time range.
Total Change in Subscribers (YT) (below the Graph - Growth of Total Subscribers)	The sum of the increases or decreases in subscribers for selected YouTube profiles during a selected time range.
U	
User Questions Overview (FB)	A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.
User Questions Overview (TW)	A user question is identified when a mention contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others).
User Questions Overview (VK)	A user question is a user post on the company's page or a user post mentioning the company's VKontakte page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.