

		Week 1	Week 2	Week 3	Week 4	...
Engagement	Likes organic					
	Likes paid					
	Clicks					
	Shares					
	Comments					
	Mentions					
Reach	Followers					
	Impressions organic*					
	Impressions paid					
	Average daily reach					
Rates	Conversion rate**					
	Engagement rate					
Content	# posts total					
	# videos total					
	# links total					

*Impressions, either paid or organic, are the number of times your content is displayed, no matter if it was clicked or not. An impression means that content was delivered to someone's feed. A viewer does not have to engage with the post in order for it to count as an impression.

**Conversion rate is the percentage of people who you can *convert* to get them to do what you ask, for example, signing up to an email newsletter, or downloading a poster. They are calculated by simply taking the number of conversions and dividing that by the number of total interactions that can be tracked to a conversion during the same time period. For example, if you had 50 conversions from 1,000 interactions, your conversion rate would be 5%, since $50 \div 1,000 = 5\%$. A good conversion rate sits between 2% and 5%.