Your Social Equation
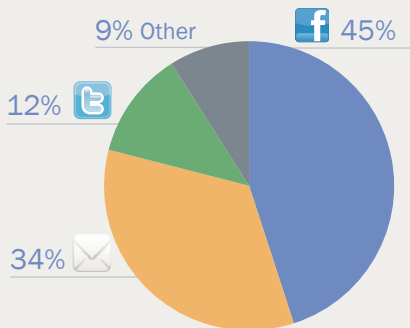
Not all Sharing is Created Equal. Understand yours.
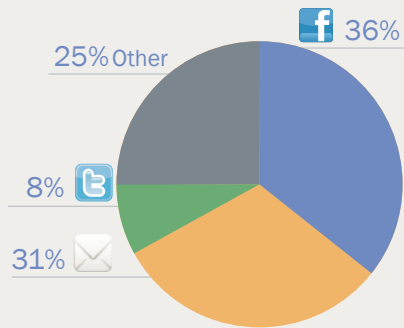
Share.
These social channels help spread content across the web.

9% Other
12%
45%
34%
Percent of total outbound sharing by channel

Listen.
These social channels drive social reach, which means more listeners, or sharing recipients, click back to a site.

25% Other
8%
36%
31%
Percent of total Social Reach by channel

Engage.
Social channels vary at their ability to send consumers deep into a web site. This index shows the relative strength, by channel, based on referred page views/visit.

– +
109
107
104
99
97
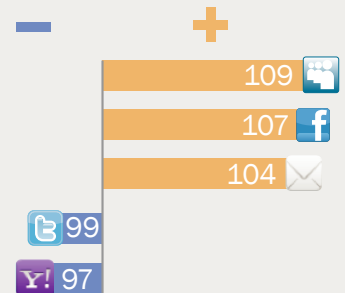
*Engagement Index vs. Median (based on page views/visit)*

Not all Content is Created Equal. Optimize yours.

Introducing Social Reach.
Social Reach measures the true value of shared media across the web. Emphasizing inbound social traffic as well as outbound sharing, Social Reach values the listener/responder just as heavily as the influencer/sharer.

Channel Agnostic Social.
Social Reach is channel-agnostic and measures content based on impact, not just hype. It's available now on a URL-by-URL basis or soon as an index, so sites can compare their Social Reach scores against others by category or size.
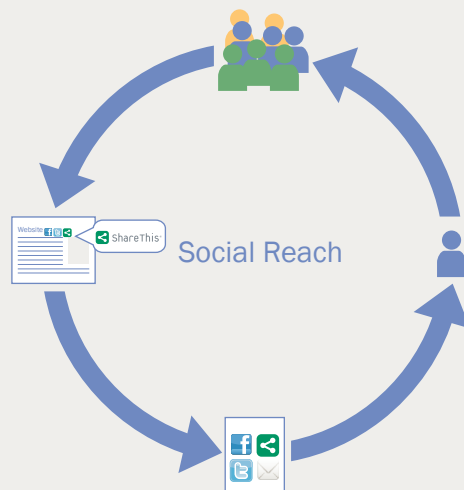
Social Reach

Leading Technology Site

Mysite.com	Share Actions	Social Reach	Multiplier	
Article 1	3,199	7,556	2.3x	✔
Article 2	865	473	0.5x	➖
Article 3	160	503	3.4x	✔

Articles 1 and 3 score high on social reach, so they connected effectively with social audiences. Factors driving high social reach include good sharing practices and strong editorial appeal.

Not all Audiences are Created Equal. Index yours.

ShareThis Audience Index.
Understand and compare a site's social audience against millions sharing across the web. Find out what types of influencers a site attracts and improve the concentration of sharing behavior on a site.

This site's audience indexes higher than average for **Music** and **Family** and lower than average for **Fitness** sharing (i.e. it attracts more influencers in **Music** and fewer influencers in **Fitness** than other sites).

Leading Entertainment Site

– +

Music
Family
Pets
Technology
Consumer Electronics
Fitness
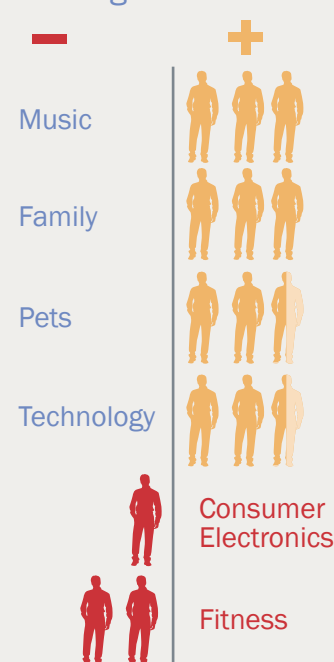
Category	ShareThis Influencer Audience (mm's)	Sharing Concentration Index
Health	145	139
Government	154	137
Education	133	129
Science	134	122
Home & Garden	140	122
Consumer Electronics	151	118
Clothing	145	115
Legal	154	115
Travel	145	109
Automotive	140	107

Categories such as **Health** and **Education** score high on sharing concentration, which is the ratio of influencers to total intenders in a given category.