

Amplification Rate	The rate at which your followers take your content and share it through their network.				Facebook	Twitter	Instagram
Twitter	Amplification = # of Retweets Per Tweet			#Posts	5	10	2
Facebook/g+	Amplification = # of Shares Per Post			#Comments	20	3	8
On a blog, YouTube	Amplification = # of Share Clicks Per Post (or Video)			#RTs/Shares	3	5	1
Instagram	Amplification = # of Reposts Per Post			#Fave Clicks/Like	25	10	150
Pinterest	Amplification = # of Repins Per Post						
				Amplification Rat	0.6	0.5	4
Conversation Rate	Conversation Rate = # of Audience Comments (or Replies) Per Post			Conversation Ra	4	0.3	0.5
Applause Rate							
Twitter	Applause Rate = # of Favorite Clicks Per Post						
Facebook	Applause Rate = # of Likes Per Post						
Google Plus	Applause Rate = # of +1s Per Post						
On a Blog, YouTube	Applause Rate = # of +1s and Likes Per Post (or video)						
Instagram	Applause Rate = # of Like Clicks Per Post						
Pinterest	Applause Rate = # of Like Clicks Per Post						
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