

Social Engagement VS Readership

Social engagement is never a *proxy* for article readership.

In an [analysis](#) of over 600 articles on multiple brands, less than 10% of article traffic originated from social media.

Referral traffic from social channels is trending down as platforms deprioritize news sharing to combat misinformation.

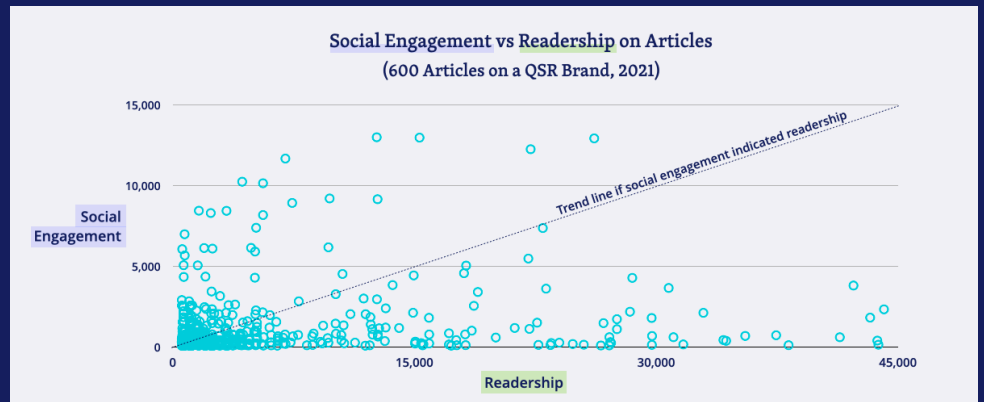
In a comparison of social engagement (vertical axis) and article readership (horizontal axis) for 600 articles about a large brand, there is no discernible connection between social engagement and how many times that article is actually read.

Less than 10% of article traffic originates from social media.

There is little correlation between social sharing and actual readership.

Social engagement does not indicate readership.

In fact, it's not even directional.



Readership measures *actual* engagement.

- Readership measures the number of unique visitors who visit a specific article.
- Competitor readership reveals how your brand actually stacks up against the competition.
- Uncover what topics, outlets, and reporters driving the most traction for your brand, industry, or competition.
- Understand where you're winning, new media opportunities, and tactics you may be missing so you can make better, data-driven decisions.

Only Memo reports readership direct from publications.