

# Ambassadors

Points + Stats

# Points

You may have noticed **point values**, assigned to each post for sharing. These points are simply a means for you to measure the impact of your sharing activity day to day or over time. Point values are higher for clicks or reactions because those activities indicate a higher level of engagement.

1 share = 10 points

1 click = 15 points

1 reaction = 20 points

**Visuals Drive Mobile Connection**  
How to use images to capture #mobile audiences  
May 5, 2015 GG



Mobile is now becoming the driving force behind brand's marketing activities as more powerful handsets and features allow companies to showcase visual content more effectively.

Earn 10 points  
0 total shares Share





# Points

You will also notice a **point tally**, in the upper right hand corner of the Ambassadors page, this number shows your total points to date based on shares, clicks and reactions.



If you click on this number or access your profile you will see your current **stats**. In this example the member shared 85 times, those shares were clicked 124 times and their followers, liked, favorited or retweeted 61 times.


A screenshot of the 'Stats' section. It is a light grey box with a thin border. The title 'Stats' is at the top left. Below it are four rows, each with an icon, a label, and a number. A blue arrow points from the text on the left towards the 'Stats' box.

Stats		
	Shares	85
	Clicks	124
	Reactions	61
	Active Points	451

# Stats-Definitions

<b>Share</b>	When content is posted to a member's social account. Note that one article shared across a member's two channels would count for two shares
<b>Clicks</b>	When a follower has clicked on content shared
<b>Reactions</b>	Total number of comments, likes, favorites and retweets
<b>Impressions</b>	Total number of <u>potential</u> post views e.g. if you have 240 followers on Twitter, that is how many potential views that post represents

# Stats-Per post

How content performs in your channels can give you valuable insights for future posts. Click  My Shares to see what resonates with your followers.

## Photography Series Spotighting Iconic Women Over 70 Proves The Best Is Yet To Come

May 6, 2015



"When I was younger, I always admired and was fascinated by older women," photographer Lola Flash explained to The Huffington Post. "Now, I am both curious about what kind of seas...





Share Again

Last shared 6 hours ago



Photography Series Spotighting Iconic Women Over 70 Proves The Best Is Yet To Come

Your share has generated:

 Shares	3
 Clicks	3
 Reactions	2
 Impressions	740

On these Channels:

-  Claudia Micare
-  Claudia Micare
-  Claudia Micare