

Dear Richard Stacy,

While we agree with you that Likes are not metrics that measure the success of a brand's campaign, we disagree with you completely about your view on Engagement. In fact, Engagement has a direct impact on [reach](#) and establishes a relationship between the brand and the fan base.

You have probably overlooked the fact that we categorize brands that are Socially Devoted, measuring the quality of their customer service in social channels (see our KLM example [here](#)). So, our Socially Devoted category does, in fact, measure the value of relationships from fans.

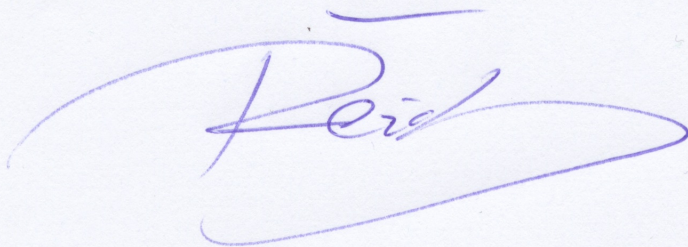
Engaging posts, that you seem put off by, do in fact efficiently attract fans to brand's profiles, establish an introduction, and initiate the brand/fan relationship. Here is a link to help you to understand exactly what we mean by engagement, and what customer service in social media truly means:
<http://sociallydevoted.socialbakers.com>.

Yes, we do measure the volume of engagement, but also focus on how the brand engages with the fans on a personal level. By posting engaging content, the brand provides a space for fans to communicate, to discuss what they like or dislike, and to create a dialogue not only with the brand, but other fans as well. So, it is crucial for brands to engage their fans through social media, and we help brands to see whether they are doing this effectively.

Also, it would be greatly appreciated if you published this response on your blog.

Sincerely,
Socialbakers....

Jan Berab, CEO

A large, stylized handwritten signature in blue ink, appearing to read 'Berab', with a long horizontal flourish extending to the right.