10% of what?

Before sharing a rate,
name its denominator.

10%

A percentage needs a definition.

Five pages. One checkable lesson.

Constructed example - no account data

Start with the inputs.

10 reaction/comment events.
100 post impressions.
Follower count: unknown.

10 / 100

Keep the exact units with the values.

Fictional observations, not results from an actual creator.

Constructed example - no account data

Follow the calculation.

10 divided by 100, times 100.
Reaction/comment events
per impression.

10%

This is the declared event ratio.

Events can repeat.
Impressions are displays.

Constructed example - no account data

Not 10% of followers.

The follower denominator is missing.
This ratio does not count
different people who engaged.

Unknown

An absent value does not become zero.

Keep the limitation beside the rate.

Constructed example - no account data

Keep a useful record.

Metric and included events.
Denominator and source.
Observation time and post age.

Same scope

Compare matching definitions next time.

Definitions: LinkedIn post analytics

Constructed example - no account data