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4	MK4	□□□□□□□ □□□□□ Video □□□□□□□ □□□ □□□□□□□ □□ □□□□□□□ social media □□□□□□□ □□□□□□□ □□□□□□□ □□□□□□□	□□□□□□□ □□□□□□□ □□□□ (Engagement = □□□□□□□ □□□□□□□) □□ social media 5% (Like / Comment / Share) Engagement Rate (ER) (%) = (Like + Comment + Share + Save) ÷ Reach × 100	□□□□□□□ □□□□□□□ □□□□□□□ □□□□ 5% □□□□□□□ □□□□ Engagement Rate □□ (Like + Comment + Share + Save) 5% □□□□□□ = 10 □□□□□ 4% □□□□□□ = 6 □□□□□ 3% □□□□□□ = 3 □□□□□ □□□□□□□ 3% = 0 □□□□□	- □□□□□□□□ □	10

5	MK5	□□□□□□□□ □□□ □□□□□□□ □□□□□□□ □□□□□□□ □□ □□□□ 3 □□□□ □□□□ □□□□□□□ □□□□ / □□□□□□□ □□□□□ □□□□□□□ □□□□□□□ □□□ (□□□□□□□ □□)	□□□□□□□ □□□□□□□ □ + □□□□□□□ + □□□□□□□ □□□□□□□ Check List □□□□□□□ □□□□ / □□□□□□□ □□□□□ (□□□□□□□ □□□□□□□ □) □□□□□□□ □□□□□ □□□□□□□ □□□□ □□□□ = 1 □□□□□ / □□□□□□□ = 0 □□□□□ □□□□□□□ □□□□□□□ □□□□□□□ ÷ □□□□□□□ □□□□□□□ □□ × 100	□□□□□□□ □ □□□□ 3 □□□□ □□□□□□□ □□□□□□□ □□□□□□□ □□□□□ □□□□□ □□□□□□□ □□□□□□□ □□□ □□□□□□□ □ □□□□□□□ □□□□□□□ □□□□□ □□□□□□□ □ □□□□□□□ □□□□□ Update Check List □□□□□□□ □ □□□□□□□ □□□□□□□ □□□ 100% = 10 □□□□□ 90% □□□□□□ = 6 □□□□□ 80% □□□□□□ = 3 □□□□□ □□□□□□□ 80% = 0 □□□□□	- □□□□□□□ □□□	10

Revision #13
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Updated 7 February 2026 08:02:52 by □□□□□□□□□□□□