

The formula of an engagement rate calculation

$$\mathbf{ER} = \frac{\frac{\mathbf{Likes+Comments+Shares \ of \ a \ given \ period}}{\mathbf{\# \ of \ wall \ posts \ made \ by \ a \ page \ of \ a \ given \ period}}}{\mathbf{Total \ \# \ of \ fans \ of \ a \ given \ period}} * \mathbf{100}$$

Source: Social Bakers (2014)