Worksheet: Mapping business objectives to social media measurement

Stage 1: Choose no more than three (3) primary organizational goals for your social media program

Organizational Goal Brand Health, Revenue, etc	Social Media Business Objective (Insights) Support caregivers, Build housefile	Platform Facebook, Twitter, Blog	KPIs Number of fans, Clickthrough rates, sentiment, petitions signed
1:			
2:			
3:			

Business Goal	Insights	Metrics	Actions
Brand Health	Sentiment How people feel about your brand Frequently shared topics Words & qualities associated with your organization	Sentiment over time Source of positive, negative, and neutral sentiments Highest performing terms and topics Top keywords Top shared, liked, RT'ed	How to track Crisis plan C-Suite Reporting Use results agency-wide
Marketing (Exposure)	Promote your brand and/or programs Deepening existing relationships Access point for new relationships	Top keywords Shares Likes New Subscribers Google Analytics Referrals from social media to website	Include social media in all marketing programs Make adjustments based on social media feedback or KPIs
Feedback & Collaboration	Learn what inspires and motivates your social media audiences. Be transparent Engage in dialogue versus pushing your agenda	Survey responses Likes Comments Shares New Subscribers	Regularly test key topics Use data and insights collected in overall communication plan Measure supporter social media engagement
Community	Offer a place for sharing and support among your supporters	New Subscribers Posts Comments Shares and RT's Likes	Monitor for content (especially medical) Look for trends Promote participation
Advocacy	Mobilization via links Petitions Show legislative might	Petition signatures New email addresses Shares Advocacy forms completed Clicks to Micro-site Referrals to coalition	Measure campaign as well as long term efficacy
Revenue	New leads Donations Event registrations	Donation conversions Event registrations New email addresses collected	Convert to long term supporters Run three to four campaigns a year Replicate effective campaigns Learn from mistakes

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Stage 2: Choose the platform that best supports your goals and objectives.

Stage 3: Choose your KPIs

	Organizational Goal Brand Health, Revenue, etc	**Social Media Business Objective (Insights)** Support caregivers, Build housefile	**Platform** Facebook, Twitter, Blog	**KPIs** Number of fans, Clickthrough rates, sentiment, petitions signed
1:				
2.				
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