# Metrics for Social Media Success

# Why did Facebook go public?

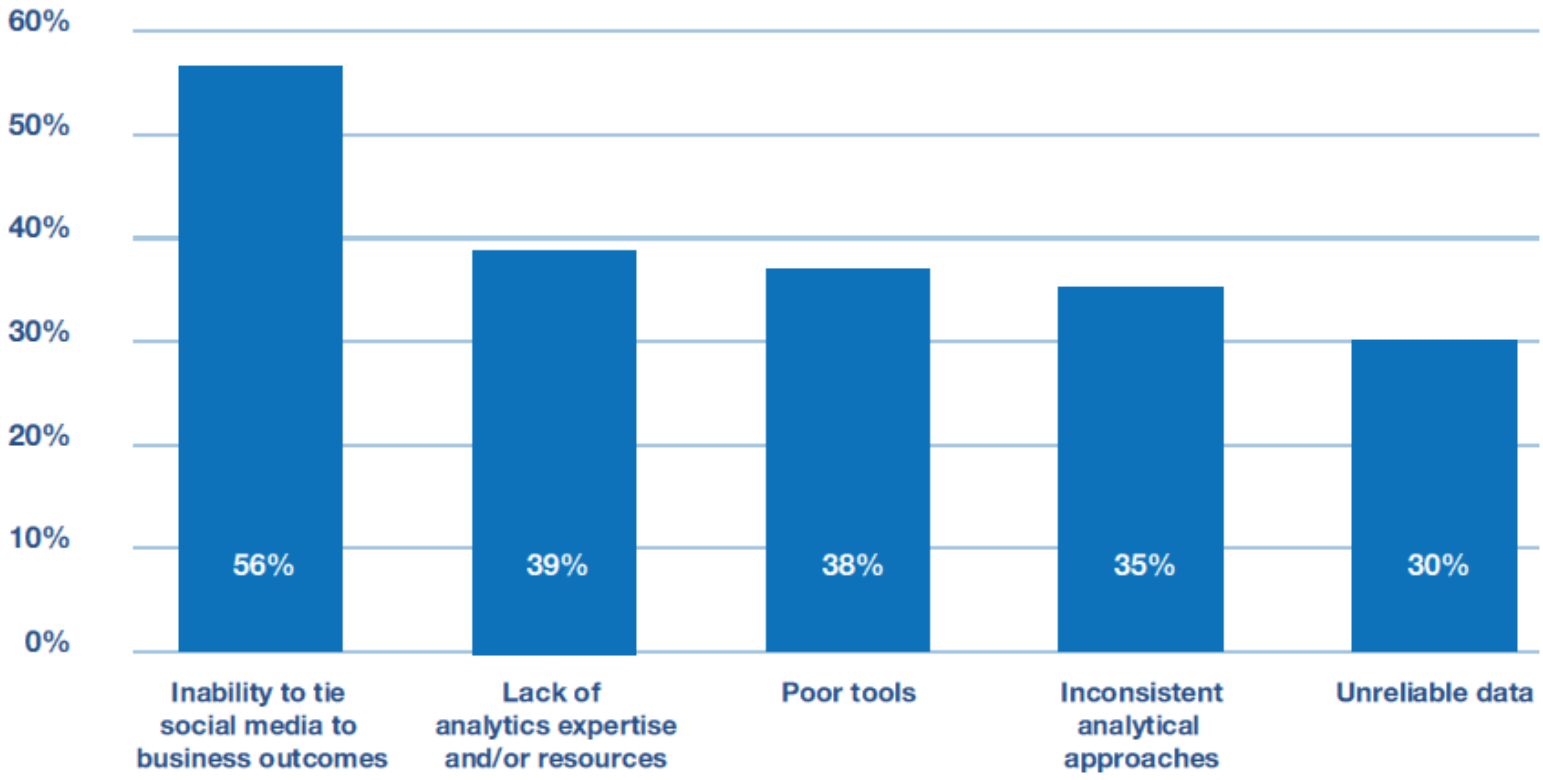
Because they couldn't figure out the privacy settings, either.

Obstacles to measuring

- 30% of the respondents pointed to "dedicated resources."
- 25% selected "don't know what to measure."
- 20% selected "social media measurement isn't primarily about ROI."

## Figure 1: Brands See Multiple Barriers to Tying Social Media to Revenue

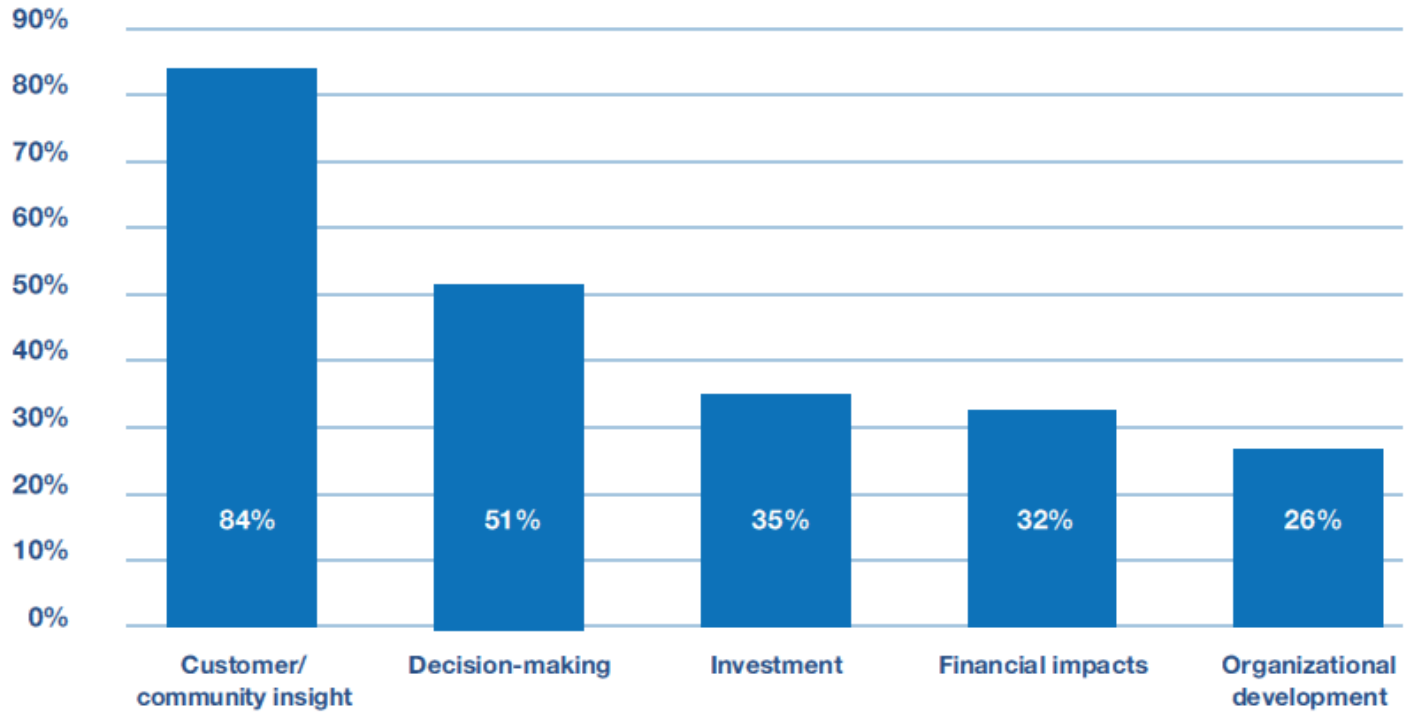
"Which of the following have been challenges? (Check up to three)"




Source: Altimeter Group, July 2012, Social Media Cookbook, 71 respondents of top US Brands

## Figure 4: The Primary Business Value of Social Media: Customer Insight

**"What have been the primary positive impacts of social media measurement within your organization? (Check up to three)"**




Source: Altimeter Group, July 2012, Social Media Cookbook, 69 respondents responsible for social media measurement for top US Brands

# Today's Workshop

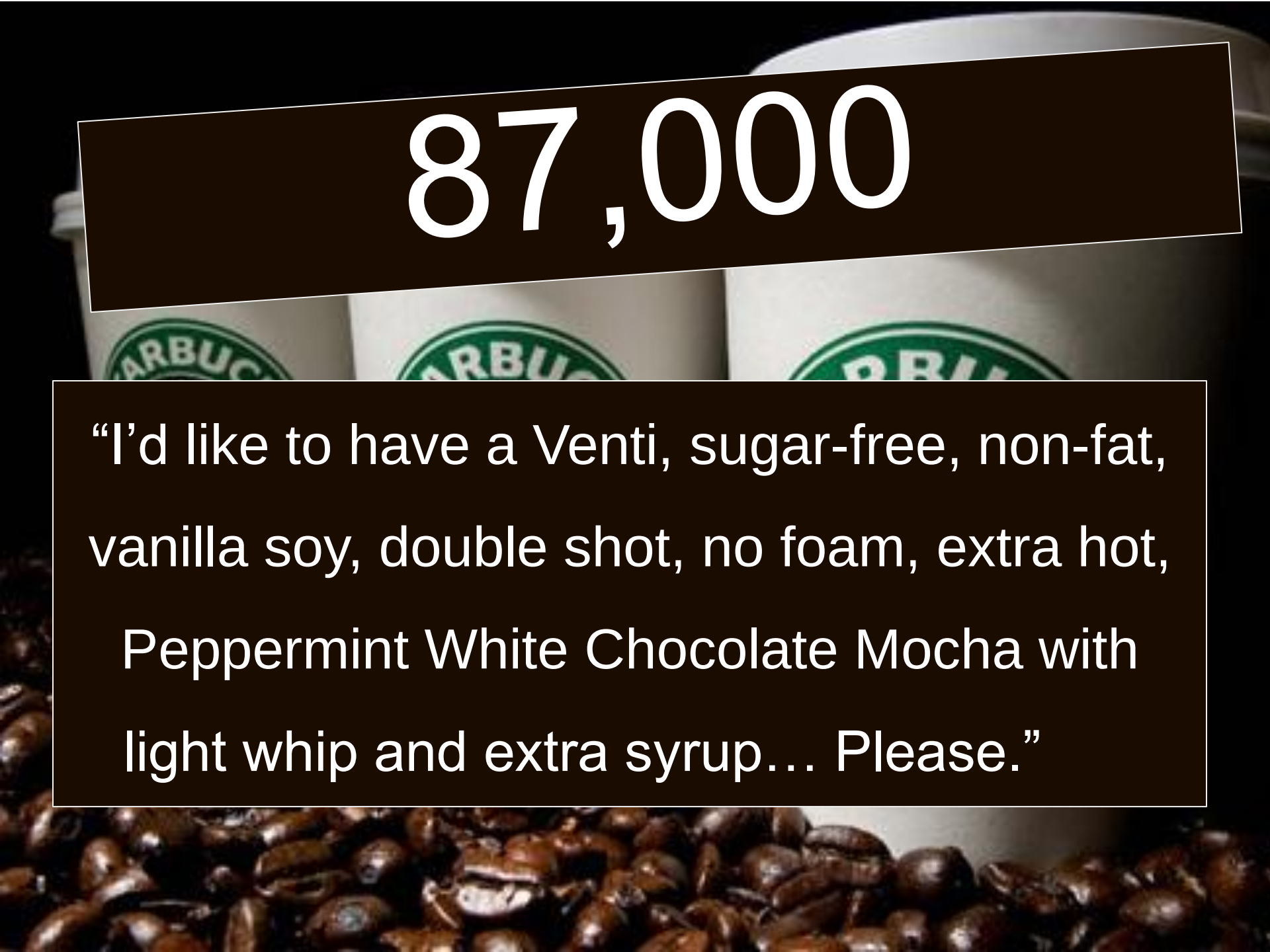
Are you ready to create a social media plan that works for you *and* your constituents?

During today's workshop we'll help you:

- **Identify the right social media for your strategic organizational goals**
- **What to measure to understand social media impact**
- **Tie it all together with the KPIs to track**
- **We'll break into small groups to put what we've learned to immediate use.**

**Each participant will leave today's workshop with your own worksheet to help you get started on the right way to measure social media that makes a difference for your organization's mission.**

# HOW TO USE SOCIAL MEDIA FOR YOUR STRATEGIC GOALS



# 87,000

"I'd like to have a Venti, sugar-free, non-fat, vanilla soy, double shot, no foam, extra hot, Peppermint White Chocolate Mocha with light whip and extra syrup… Please."

# Using Social Media for Strategic Organizational Goals

**Feedback & Collaboration**
Surveys, instant feedback, and open dialogue with supporters

**Brand Health**
Measuring attitudes, conversation and behavior toward your brand.

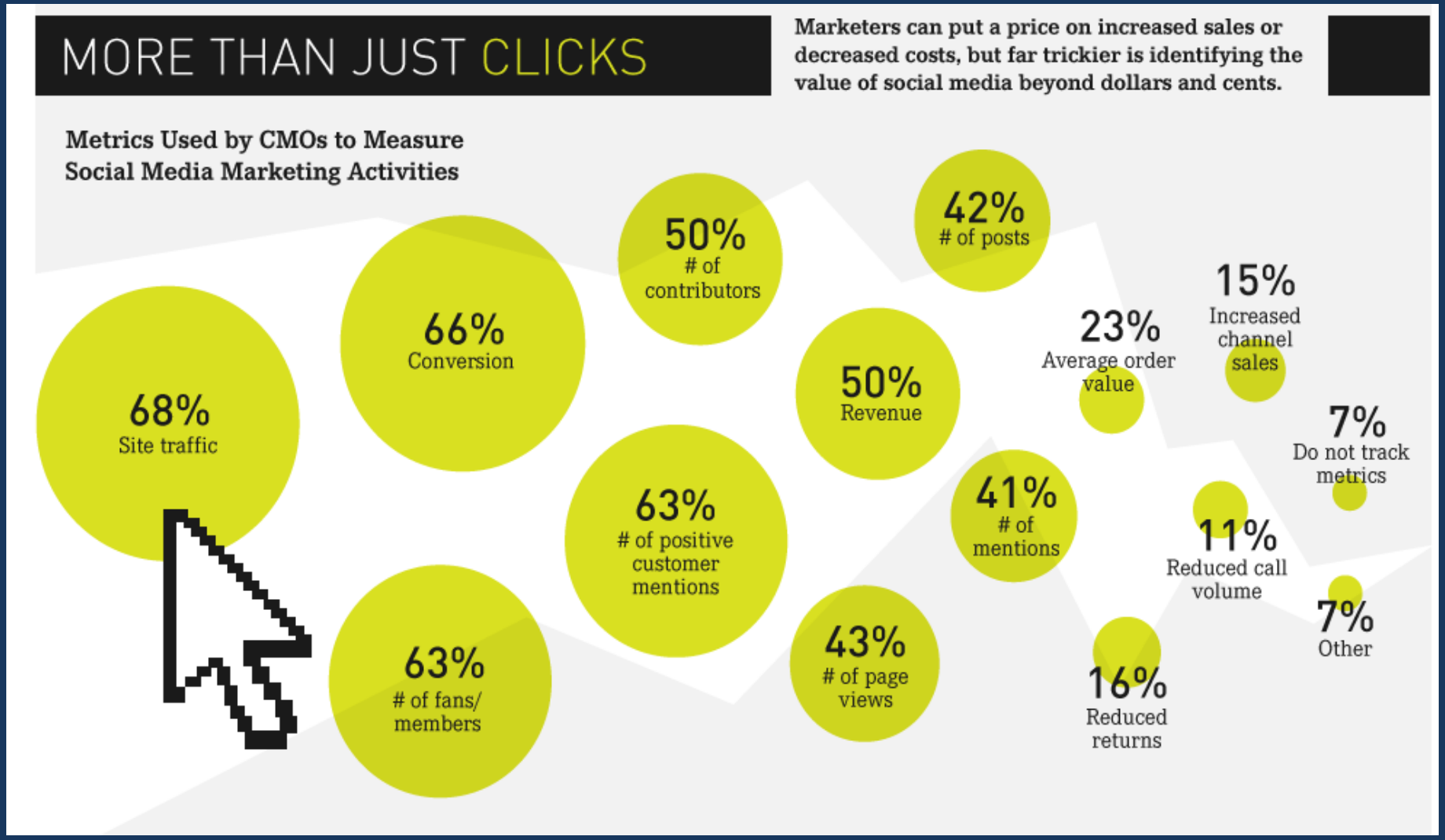
**Community**
Survivors, caregivers, like-minded supporters sharing stories, photos, and support.

**Marketing (Exposure)**
Promoting your brand, build brand advocates, and test programs, deepening donor/supporter relationships

**Advocacy**
Activism, petitions, legislative might.

**Revenue**
Donations, registrations, generating leads and housefile growth

# WHAT TO MEASURE TO UNDERSTAND THE IMPACT ON YOUR STRATEGIC GOALS




Source: MDG Blog, mdgadvertising.com

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

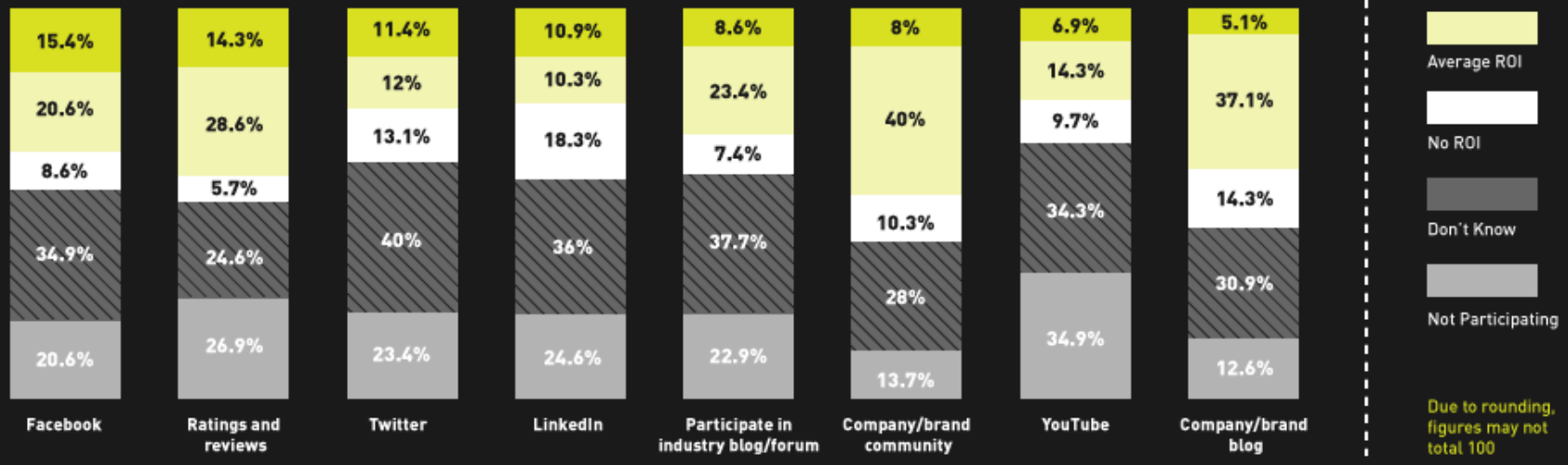
# TOOLS FOR TRACKING

# PROVEN PLATFORMS AND TOMORROW'S TRENDS

## SURVEYING SOCIAL MEDIA ROI

To understand what activities might return the most value, we can look at what marketers are experiencing now. A survey of CMOs revealed Facebook currently is the most valuable social marketing platform.

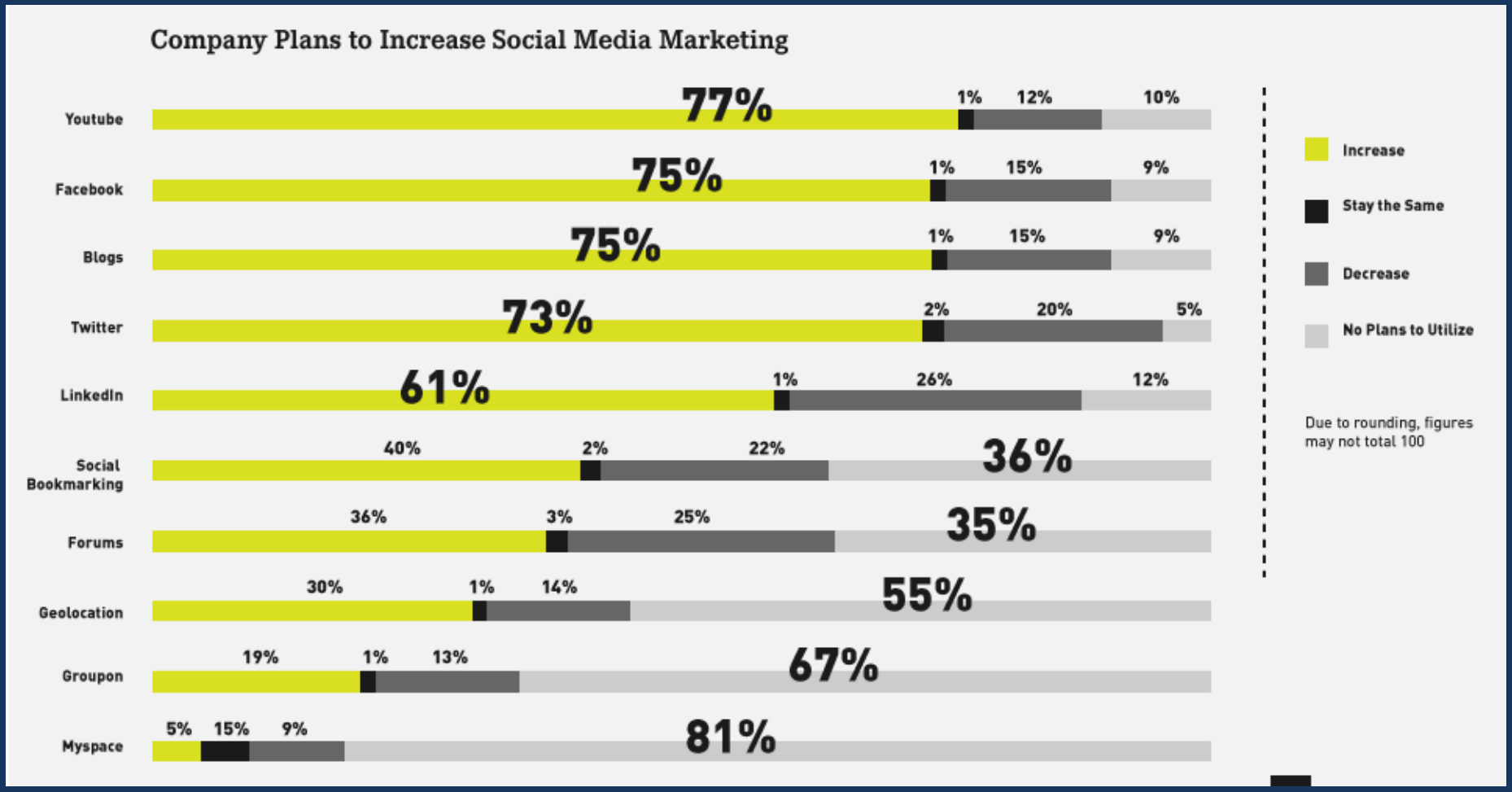
### Social Media Marketing Activity with Highest ROI




## EMERGING PLATFORMS

Although the data above suggests that Facebook is the most valuable social marketing platform by ROI, marketers chose YouTube as the medium they plan to increase marketing most.

Source: MDG Blog, mdgadvertising.com




Source: MDG Blog, mdgadvertising.com

# What Happens in an **Internet Minute?**

## And **Future Growth** is **Staggering**

**Today**, the number of networked devices = the global population

By **2015**, the number of networked devices = **2x** the global population

In **2015**, it would take you **5 years**

to view all video crossing IP networks each **second**

intel

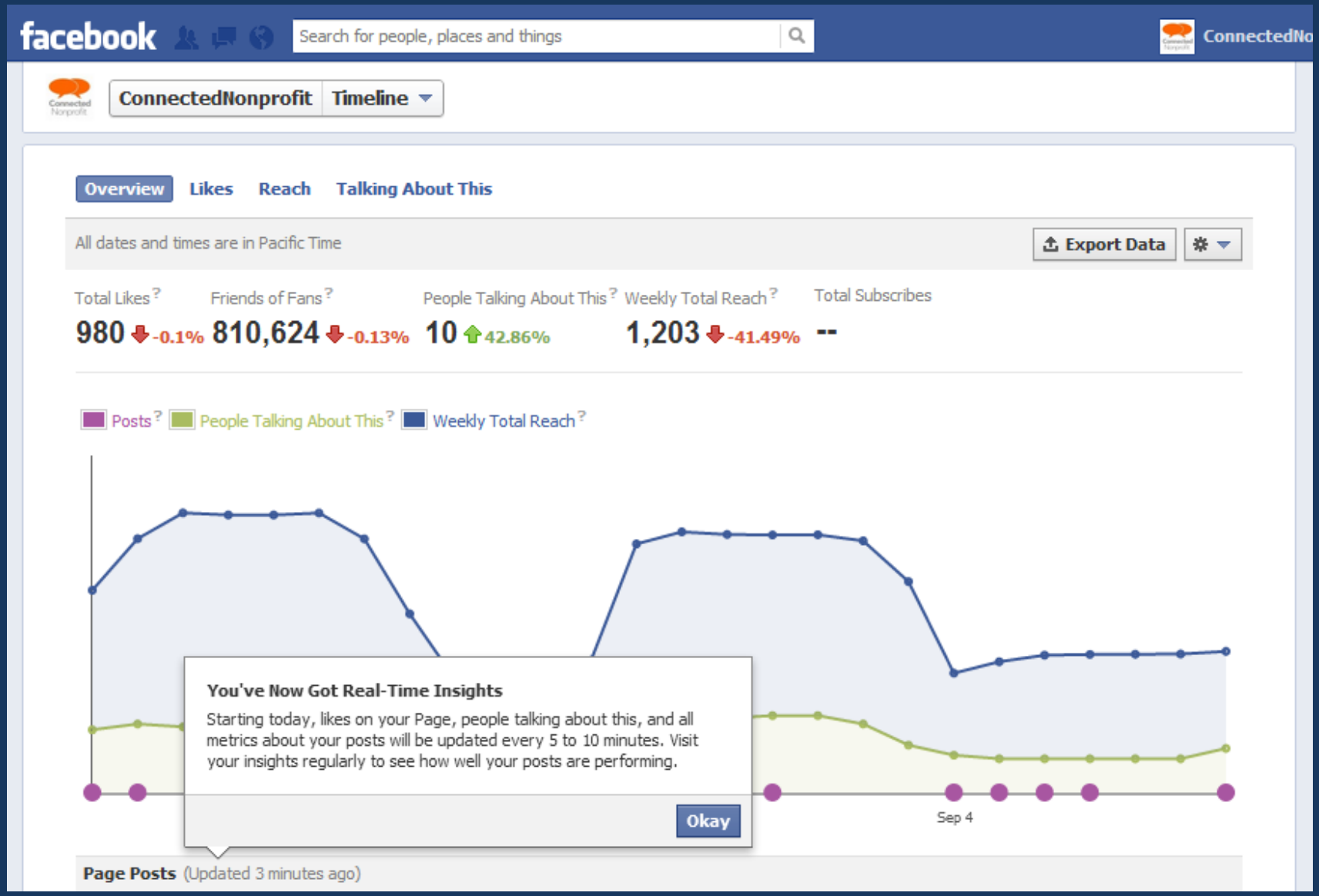
| Business Goal | Social Media Platform | Metrics | Measuring Tools |
|---|---|---|---|
| Brand Health<br><br>How people feels about your brand<br>Words and qualities associated with your organization<br>Major topics | Facebook | # of Fans<br># of Comments, Shares, Likes<br>Sentiment | Facebook Insights Page<br>Post Planner |
| | Twitter | # of Followers<br># of Retweets and Replies<br>Sentiment | Twitter<br>Tweetdeck<br>Spredfast |
| | Blog | # of Followers<br># of Inbound Leads<br># of Referrals to Website<br># of Comments<br>Sentiment | Tumblr<br>WordPress<br>Blogger<br>Feedburner (to measure RSS Feeds)<br>Google Analytics (for referral traffic)<br>Technorati (global statistics) |
| | You Tube | # of Views<br># of Comments<br># of Shares, Embeds, Favorited<br>Sentiment (how many ratings) | YouTube<br>Commercial social media tracking (Hootsuite, Spredfast) |
| | Listening & Monitoring | # of mentions<br>Sentiment | Radian6<br>By hand on each platform |
| Marketing (Exposure)<br><br>Promote your brand and/or programs<br>Deepening existing relationships<br>Access point for new relationships | Facebook | # of Fans<br># of Comments, Shares, Likes<br>Sentiment | Facebook Insights Page<br>Post Planner |
| | Twitter | # of Followers<br># of Retweets and Replies<br>Sentiment | Twitter<br>Tweetdeck<br>Spredfast |
| | Blog | # of Followers<br># of Inbound Leads<br># of Referrals to Website<br># of Comments<br>Sentiment | Tumblr<br>WordPress<br>Blogger<br>Feedburner (to measure RSS Feeds)<br>Google Analytics (for referral traffic) |
| | You Tube | # of Views<br># of Comments<br># of Shares, Embeds, Favorited<br>Sentiment | YouTube<br>Commercial social media tracking |

| Business Goal | Social Media Platform | Metrics | Measuring Tools |
|---|---|---|---|
| Community<br><br>Offer a place for sharing and support among your supporters | Ning | # of Posts<br># of Comments<br># of Visits<br># of Shares<br>Direct Feedback via survey | Ning Analytics<br>Google Analytics<br>SurveyMonkey |
| | Flickr | Views<br>Comments<br>Favorites | Flickr<br>Technorati<br>Hootsuite, Spredfast |
| | Pinterest | Referrals<br>Donations<br>Likes<br>Repins | Google Analytics (referrals)<br>Pinterest<br>Pinreach<br>Pinfluencer |
| | You Tube | # of Views<br># of Comments<br># of Shares, Embeds, Favorited<br>Sentiment (how many ratings) | You Tube |
| | ListServs such as Google Groups, Yahoo Groups, LinkedIn, iContact) | Posts<br>Responses<br>Engagement rate | ListServ Analytics |
| | Instagram | | Instagram<br>Simply Measured |
| | Meet-up | Posts<br>Responses | Meet-up Analytics Tools |
| | SurveyMonkey | Response rate<br>Quantitative Responses<br>Qualitative Responses | SurveyMonkey |

| Business Goal | Social Media Platform | Metrics | Measuring Tools |
|---|---|---|---|
| Feedback & Collaboration<br><br>Learn what motivates and inspires your supporters. Be transparent. Engage in dialogue versus push | Facebook Groups | # of Members<br># of Posts by Members<br># of Visits<br># of Responses | Facebook Insights |
| | SurveyMonkey | Response Rate<br>Quantitative Responses<br>Qualitative Responses | SurveyMonkey |
| Revenue<br><br>New leads, Donations, and Event registrations | Facebook | Donation conversions<br>Event registrations<br>New email addresses collected | Facebook<br>Google Analytics<br>Donation Software Analytics |
| | Twitter | Click-throughs<br>Retweets<br>Donation conversions | Links to your donation software |
| | Blog | Click-throughs to your website or donation site<br>Sign-ups and ultimate conversions<br>Donation conversions | Google Analytics<br>Donation Software Analytics |
| | Pinterest | Donations | Google Analytics<br>Donation Software Analytics |
| | LinkedIn | Donations | Google Analytics<br>Donation Software Analytics |

| Business Goal | Social Media Platform | Metrics | Measuring Tools |
|---|---|---|---|
| Advocacy<br><br>Mobilization via links, Petitions, Show legislative might | Care2 | # of signatures<br>Increase in housefile<br># of conversions | Care2 |
| | Change.org | # of signatures<br>Increase in housefile<br># of conversions | Change.org |
| | Salsa | # of actions taken<br>Shares<br>Increase in housefile<br>Donations (if applicable) | Salsa's Analytics Tools |
| | Convio or Blackbaud | # of actions taken<br>Shares<br>Increase in housefile<br>Donations (if applicable) | Convio or Blackbaud's Analytic Tools |
| | CapWiz | # of actions taken<br>Shares<br>Increase in housefile<br>Donations (if applicable) | CapWiz Analytic Tools |
| | PopVox | # of actions taken<br>Shares<br>Increase in housefile<br>Donations (if applicable) | PopVox Analytic Tools |
| | Nationbuilder | # of actions taken<br>Shares<br>Increase in housefile<br>Donations (if applicable) | Nationbuilder's Analytic Tools |

# Tool Example: Facebook Insights

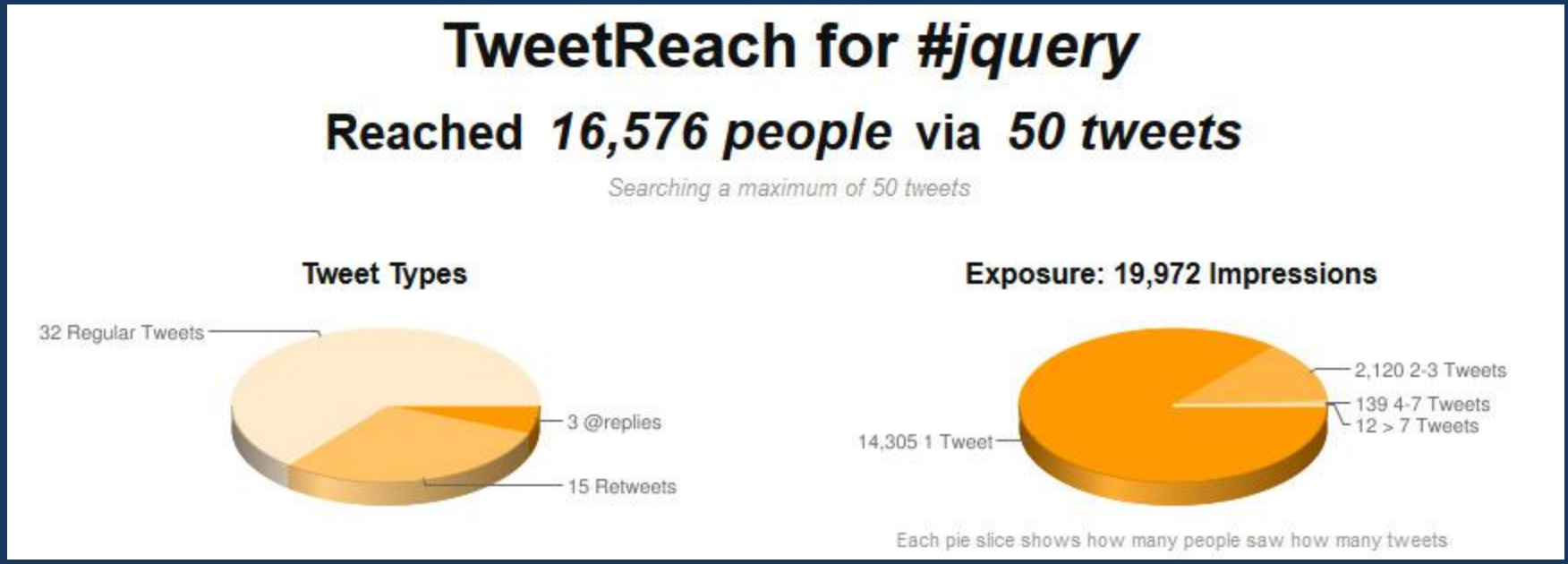


# Tool Example: Post Planner Insights

# Tool Example: Google Analytics Referrer Log

| | Source None | Visits |
|---|---|---|
| 1. | management-issues.com | 1,544 |
| 2. | business.com | 906 |
| 3. | management-hub.com | 598 |
| 4. | stumbleupon.com | 572 |
| 5. | fastcompany.com | 405 |
| 6. | linkedin.com | 384 |
| 7. | answers.com | 363 |
| 8. | search.mywebsearch.com | 330 |
| 9. | 209.85.229.132 | 251 |
| 10. | facebook.com | 242 |

# Tool Example: Twitter



# Mapping Worksheet

## 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 | Social Media Business Objective (Insights) | Platform | KPIs |
|---|---|---|---|---|
| | Brand Health, Revenue, etc. | Support caregivers, Build house file | | |
| 1: | | | | |
| 2: | | | | |
| 3: | | | | |

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ConnectedNonprofit

# Break-out Session by Social Media Platform

- Facebook
- Blog
- Twitter

more
Google
the droids we're looking for
Google Search
I'm Feeling
Advertising Programs
Business Solutions
Abo
© 2009 - Privac
e - Mozilla F

# Conclusion: Question & Answers

**Social Media Measuring Workshop**
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