



CONWAY



MEASURING SOCIAL MEDIA – Metrics & KPI's



1- WHY IT IS IMPORTANT TO MEASURE

2- EXPOSURE

3- INFLUENCE

4- ENGAGEMENT

5- KPI's

ABOUT MEASURING



There is a difference between knowing the stats and knowing which stats are meaningful.

“One of the things that keeps marketers fretting late at night is trying to decide which metrics to measure. When you have the ability to count every click and scroll, the indecisive marketer could easily develop analysis paralysis.”

Kit Smith

The bottom line; metrics help you make decisions.

Advice – focus on exposure, influence and engagement and not EVERYTHING.

ABOUT MEASURING



Our objective is to strike a balance, where you are well briefed on your social media performance, but measuring and monitoring don't become a full-time job.



For IPA's, the objective is action, not eyeballs.

Action = Engagement

ABOUT MEASURING



Engagement is the new measurement.

CORE FOCUS



Brand awareness is a measure of how recognizable your brand is to your target audience.

The first step is to align your social media metrics with metrics your company is already comfortable with.

The areas to evaluate fall into three categories, social media ...

Exposure

Influence

Engagement

EXPOSURE



When numbers are taken into account...
the Exposure.

VOLUME/ACTIVITY

REACH

AUDIENCE GROWTH RATE

VIEWS (VIDEO)

EXPOSURE



Volume: The size of the conversation about your brand or your campaign aka. the output of your social team

Relevance gets you an audience, volume keeps them.

EXPOSURE



“The more lines you throw in the ocean, the more fish you will catch.”

Post with more frequency and you'll attract more attention.

Reach: Your audience and potential audience

Reach measures the spread of a social media conversation.

A benchmarking metric.

Audience growth means more than increases in your follower rate.

To make it impactful, you have to benchmark your audience growth rate to the growth rates of your competitors.

Views – the views your post receives and the number of times your video is watched.

*Videos tend to get more views than static posts.



MEASURING SOCIAL MEDIA EXPOSURE

How many people could you have reached with your message?

Knowing your potential audience has value because it represents your potential sales lead pool.

These measurements highlight the number of people you've attracted to your brand through social media.



MEASURING SOCIAL MEDIA EXPOSURE

Twitter: Look at your number of followers and the number of followers for those who retweeted your message to determine the monthly potential reach. You should track these separately and then compare the month-over-month growth rate of each of these metrics so you can determine where you're seeing the most growth. A great free tool to use for Twitter measurement is [TweetReach](#).

Facebook: Track the total number of fans for your page. In addition, review the number of friends from those who became fans during a specified period of time or during a promotion and those who commented on or liked your posts to identify the potential monthly Facebook reach. Facebook Insights provides value here.

YouTube: Measure the number of views for videos tied to a promotion or specific period of time, such as monthly, and the total number of subscribers.

Blog: Measure the number of visitors who viewed the posts tied to the promotion or a specific period of time.

INFLUENCE



Looking a bit more closely.

SHARE OF VOICE
SENTIMENT

INFLUENCE



A benchmarking metric.

Share of voice involves determining how big your share of social media engagement and followers is compared to all of your competitors.

Social media sentiment is the perceived positive or negative mood being portrayed in a social media post or engagement.

Monitoring is an important part of measuring sentiment.

MEASURING INFLUENCE

This is when engagements are positive, neutral or negative in sentiment.

Did your campaign influence positive responses toward the brand or did it create negativity?

ENGAGEMENT



Metrics that indicate action.

ENGAGEMENT

INFLUENCE

AMPLIFICATION

ACQUISITION

CONVERSION



MEASURING SOCIAL MEDIA ENGAGEMENT

How many people actually did something with your message?

This is one of the most important measurements because it shows how many people actually cared enough about what you had to say to result in some kind of action.

Engagement: Interactions and interest in your brand

Engagement is the total number of likes, shares, views a video and comments on a post.

ENGAGEMENT



It is the relationship you build with your connections.

Engagement is driven by relevance and interaction.

Through your post you influence a decision or an opinion.

You create a perception.
You change a perception.

Amplification or playback.

Sharing is an example of amplification or playback.

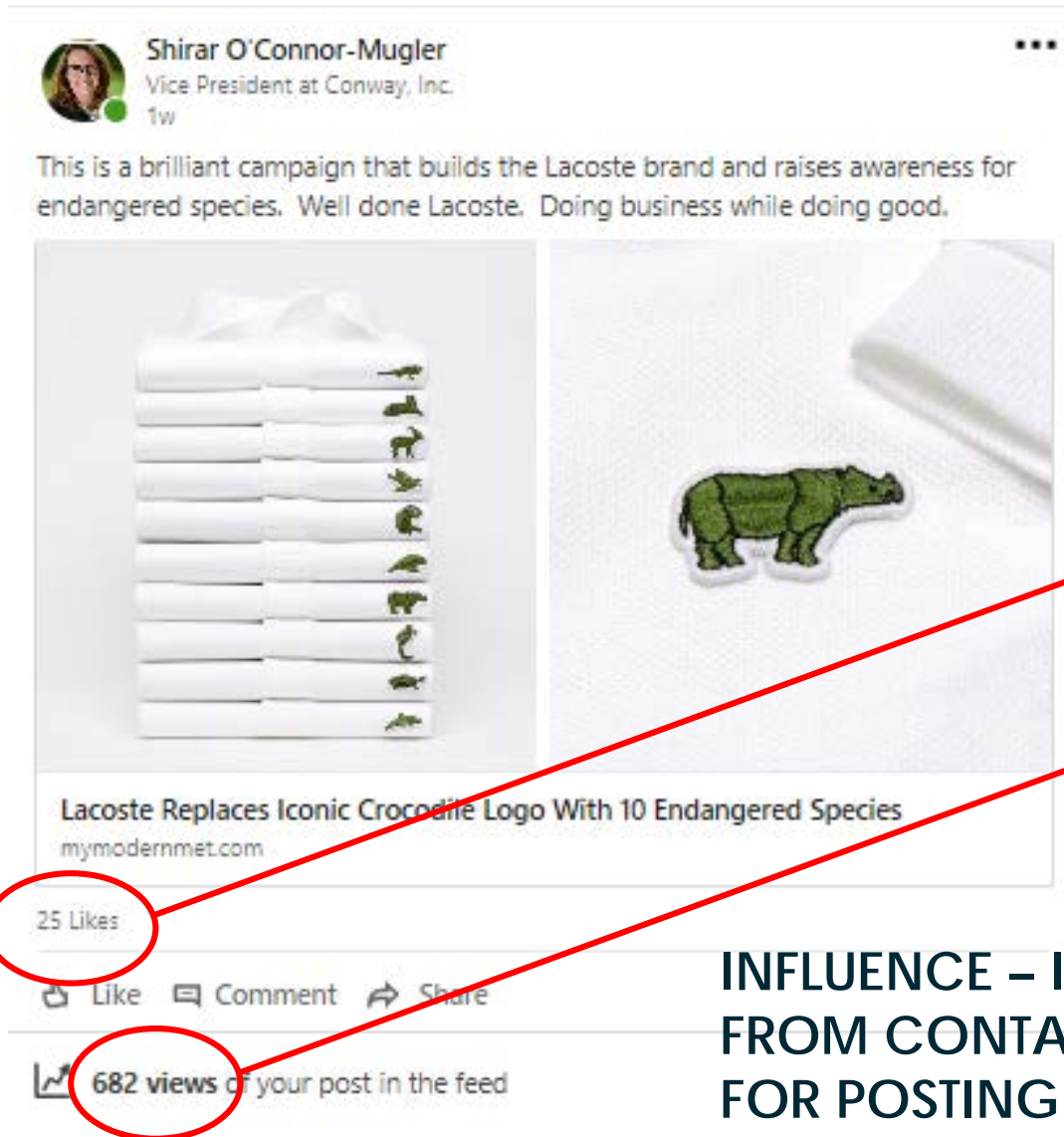
You can amplify a positive article that is written about your community by posting it on social media. -You can play an active role in amplifying information.

Acquisition: Creating a relationship

“Formalizing” your relationship with a connection or a follower.

The connection engages with your content and goes to your website or even emails or calls.

WHAT THIS ALL LOOKS LIKE



ENGAGEMENT

EXPOSURE

INFLUENCE – I RECEIVED TWO DM'S FROM CONTACTS THANKING ME FOR POSTING THIS STORY.

CONVERSION



INVESTMENT, HOTEL
DEVELOPMENT, TRADE
OPPORTUNITY, VISITOR



THE LEAD GENERATION FUNNEL

This is where the brand awareness portion of the funnel ends and the traditional ROI-driven measurement begins.

Exposure, influence and engagement represent brand awareness in the measurement funnel.

How are you going to capture your visits to the website, the calls your office receives and the emails you receive?

THE LEAD GENERATION FUNNEL



Establish a process.



THE LEAD GENERATION FUNNEL

Enter the contact into your CRM. If you don't have a CRM, develop an Excel Spreadsheet.
-This can become your dashboard.

Create an Excel document for every channel you use.

Create a tab for each campaign for the time period you're reporting on.

THE LEAD GENERATION FUNNEL



The Old School Method...asked them how they found you, your contact details, or what prompted them to reach out.

A Key Performance Indicator is a measurable value that demonstrates how effectively a company is achieving key business objectives.

Metrics are useless unless they relate to your core business objectives.

By setting KPI's, you help keep the social media programs on track and keep them relevant.

Think of KPI's as objectives to work toward.

KPI's

What do KPI's for an IPA Social Media Program look like:

Core Objectives:

Identify Investment Leads

Create Awareness

Exposure

Influence

Engagement



KPI Examples

EXPOSURE

Expand Reach of Facebook, LinkedIn, and Twitter by 1,000 contacts (each channel) in the 2018-2019 Financial Year.

Post a minimum average of 3 posts per week on LinkedIn, 5 on Facebook and 5 on Twitter.

KPI Examples

INFLUENCE:

Content –create an image library for social media use.

In your regular team meetings, start with everyone bringing one post idea to the table.

Create a content strategy to keep everyone on message.



KPI Examples

ENGAGEMENT:

Increase the number of likes by 25% and the number of shares by 30%

Develop a process to capture social media leads in the CRM/reporting system.

TOOLS FOR MEASUREMENT

Measurement:

Account growth and competitive progress will fall into this bucket. We're really talking about hard data points in this bucket. Growth in followers and likes, reach, and CTR are all examples of measurement data.

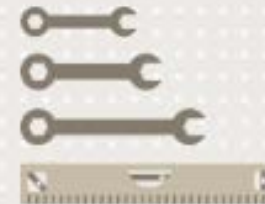
Crowdbooster
 Social Crawlytics
 Simply Measured
 Demographics Pro
 True Social Metrics
 Moz Analytics



Listening and insights:

Social media gives us unprecedented access to conversations. Listening tools help you take the massive flow of information and distill the meaningful bits. The insights you glean will help inform you of key customer pain points, competitive opportunities, and even overall brand sentiment.

Topsy
 Radian6
 Sysomos
 Vocus
 RowFeeder



Monitoring and response: Getting a little more tactical, marketers need the ability to monitor all of those social conversations in order to take effective action. These tools typically have workflow functionality built in, so you're empowered to not only find, but act. This is not limited to reactive posting, either. These tools will likely function as your primary content distribution tool if you're not doing it directly from within each platform.

BuddyMedia
 SocialEngage
 HootSuite
 Sprout Social
 Meshfire
 Buffer





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Q&A

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THANK YOU