

Measuring Social Media

Why Measure?

- Ensure you spend effort where it pays off
- To qualify reports to superiors
- To better understand your audience

Two Kinds of Measurement

- Measurement against strategic goals
- Taking the temperature with social media tools

Measuring Against Goals

- The best evidence for success or failure
- May require you to revisit strategy
- Will ensure continued buy-in by stakeholders

Taking the Temperature

- A mix of exact science and artful guesswork
- Requires a mix and match of tools
- Before all else, baseline!

Reality Check

- Have modest expectations
- Take measurements over time
- Keep records

Outputs and Outcomes

- Outputs speak to quantitative measures, the numbers
- Outcomes are qualitative, less tangible but more important

Measuring Outputs

- Engagement points: numbers of followers & fans
- Reactions: number of comments, views, diggs, etc.
- Web stats: visits, visitors, time on site, conversions

Numbers are Seductive

But they don't tell the whole story, and can be misleading

- Spammers
- Forgetful friends
- Follow-bots

Measuring Outcomes

- Posts or tweets vs conversations
- What did you accomplish from an interaction?
 - Did you solve a problem?
 - Did you answer a question?
 - Did you satisfy a critic or acknowledge praise?
 - Did you make a stranger into a friend?

The Kathy Sierra Measurement

Did you help your customers rock?

- If you're about photography are they taking better pictures?
- If you're about travel are they taking better trips?
- If you're about literature, are they reading better stuff?

Examples of making someone's life better are worth more than any stats

Reacting to Sad Metrics

- Don't panic
- You **can** give up on bad channels and tactics
- Watch what others do
- Adapt and move on
- Revisit the strategy

Reacting to Happy Metrics

- Don't get cocky
- Focus on what works
- Report it!
- Watch for new ideas and channels to try

Summing Up

- Measure against goals monthly or quarterly
- Take the temperature daily or weekly
- Use various tools to get a varied view
- Measure both outputs and outcomes
- Outcomes count the most
- Learn, adapt, and share your findings

Q&A

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