




Inches to Miles: Metrics & Measures for Social Media



Inches to Miles: Metrics & Measures for Social Media



CADCA Institute Webinar
August 25, 2010



Introduce Yourself . . .

Chat

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Your name, location, what drew you to this workshop

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 <http://connectedcommunities.ning.com>

 Tag is #cadcasome

 www.facebook.com/CADCA

I am ...

- A. New to social media**
- B. Learning how to do it, don't know how to measure it**
- C. A Pro after the Mid-Year Institute**

I am looking for...

- A. An overview of metrics and measuring tools**
- B. A how-to on evaluating social media**
- C. A better understanding of the whole Social media thing**

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Learning Objectives

- ✓ Develop a basic understanding of social media measures and metrics
- ✓ Identify a set of tools to support tracking and measuring social media



What is Social Media?



 

Why does Social Media Matter?

Why should we Measure it?

What difference does it Make?

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Your Plan



Goal ————
Obj ————
Obj ————
Obj ————

Your Metrics & Measures?

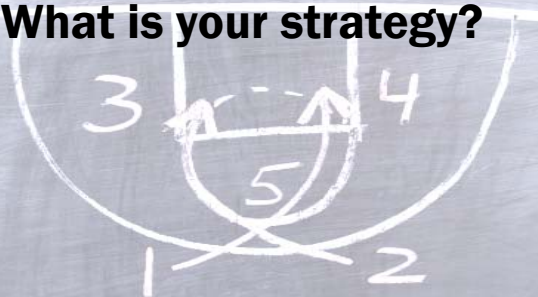
 

What is your GOAL?



What is your strategy?



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What can social media metrics and measures tell us?



How to measure Social Media?

- **Content Analysis**
- **Analytics**
- **Surveys**



Analytics





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What can Analytics tell us?



Analytic Metrics


- % increase in unique visitors
- % increase in visitors that return > 5 times
- Increase in number of different pages viewed
- # of sessions with > 5 page views
- # session > 5 minutes in duration
- Increase in # of downloads



Analytic Metrics

- How many new subscribers/followers?
- How often do they visit? > 5 times?
- How long do they stay?
- How much/often are people commenting?
- Ratio of visits to comments or ratings?

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Analytic Metrics

- Conversation index
- # Retweets (Twitter)
- # or % Fan increases (FB)
- # Interactions (comments, wall posts, likes)
- Language, location, gender, age



Google Analytics

Improve your site and increase marketing ROI.

Sign in to Google Analytics with your Google Account

Email:

Password:

Stay signed in

[Can't access your account?](#)

<http://analytics.google.com>



CONNECTED COMMUNITIES

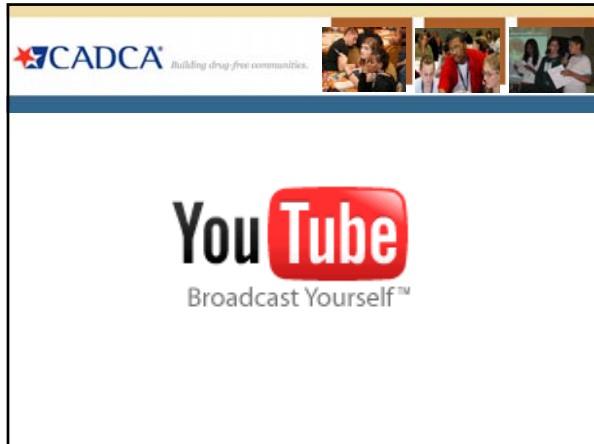
Dashboard Aug 1, 2009 - Jul 31, 2010

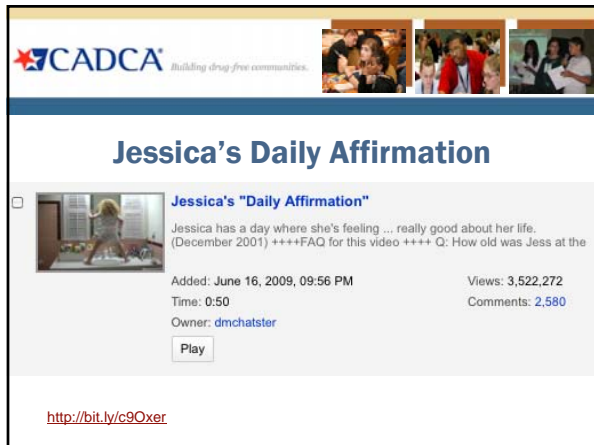


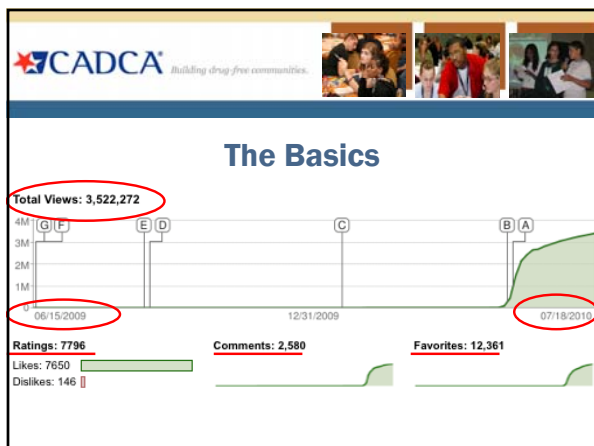
Site Usage

19,903 Visits	55.38% Bounce Rate
92,408 Pageviews	00:03:19 Avg. Time on Site
4.64 Pages/Visit	52.53% % New Visits

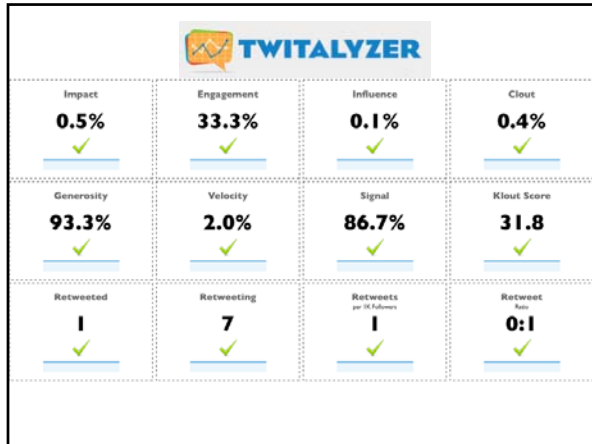
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How to measure Social Media?

- **Content Analysis**
- **Analytics**
- **Surveys**



Measuring Relationships



Grung Relationship Index

Trust **Commitment**
Cooperative **Satisfaction**
Attentive
Listens **Exchanges**
Community Concern

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What to measure?



	Define	Illustrative measure
Outputs	The physical results produced e.g., articles, brochures, events, etc. Did your message get out there?	# of key messages Conversation index (CI) = # comments + trackbacks/ total number of posts
Outtakes	How did people feel as a result of experiencing your outputs? What did people take-away from your efforts?	% change in awareness % change in preference Sentiment
Outcomes	How did people behave as a result of the outputs and outtakes?	% change in downloads % change in subscribers/registrations % change in requests for information


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Goal/Outcome: To reduce tobacco sales to underage youth thereby reducing rates of tobacco use among youth.

Objective	Communications Issue	Communication Objectives	Output	Outtake	M&Ms
↑ "ID Check" skills of local merchants & staff	Knowledge of issue & legal consequences Perception of sales to minors	↑ ID Checks as matter of routine for tobacco sales	Produce brief training videos; train merchants & staff on how-to do ID checks	Change in awareness Change in perception Sentiment	# times viewed # unique views # comments # Ratings # embeds/links # viewings # completed feedback Ratio views/completed evaluation survey



What metric/measure or combination will tell you what you need to know? 

What is your capacity to measure? Time, \$, people?

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 CADCA *Building drug-free communities.* 

Three Things for Social Media Success



① ② ③

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①

Ground your social media strategies in your coalition plan





②

Focus on nurturing relationships



Point of Contact




③

Develop capacity by engaging people at every opportunity




Beyond page visits, picking up a brochure, or passing a billboard on the highway, at the end of the day what's ultimately important is influence and relationships. --K. D. Paine


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You
become
what you
measure.
– K. D. Paine

What
Shall we
Become?



Resources & References

Kelsey Ruger <http://www.slideshare.net/themoleskin/social-media-measurement>

Beth Kanter Listening for NonProfits in a Connected World at <http://www.slideshare.net/kanter/listening-for-nonprofits-in-a-digital-world>

WeAreMedia <http://www.wearemedia.org/Tactical+Track+Module+1>

KD Paine Measuring Engagement is Just Another Term for Measuring Relationship <http://bit.ly/bD28Et>

Measuring Public Relationships from Amazon <http://bit.ly/arZMHw>



Laura Quinn, Idealware <http://www.idealware.org/articles/>

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Photo-Video Citations

Social media tools logos
<http://www.flickr.com/photos/circulating/254126209/in/faves-coyenator/>

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Source: CADCA Mid-Year Institute, Inches to Miles Workshop, July 29, 2010 with Sue Stine, Jason Verhoosky, Dr. Tom Workman and LaDonna Coy.

