

Social Media Measurement

How do you know if your social media platforms and strategies are furthering your organizational goals?

Ensuring that your social media plan includes some basic indicators that can be measured is key in having a plan that can be adjusted to best serve your organisation and its objectives.

What do you measure?

Go back to your social media plan. What were your objectives and strategies? What data demonstrates the results of these strategies?

You want to focus on the data that tells you something. What are you looking for?

Action (ie: sign a petition, attend an event)

Sharing (share news, or research)

Donors /members (recruit more subscribers, donors or members)

Example:

Goal: To increase the visibility of the organization

Objective: To increase the number of subscribers 20% within the next year

Strategies: promoting the newsletter on our networks (a, b, c ..) in such a frequency sharing newsletter content on networks, facilitate subscription to conferences with a QR code

Indicators:

Number of recorded visits to your subscription page from Twitter, Facebook, LinkedIn ...

Other common indicators include: Retweets, comments, followers, replies, mentions, likes, subscribers, geographic reach, page views, and unique visitors.

How do you measure?

Most social media platforms include their own internal data. Alternatively, there exist a number of free and paid platforms that can track more detailed information from more than one source. One good tool start with is Google Analytics. (note: your webmaster may already have a Google analytics account set up for your organization's website)

Some things that you can learn with Google Analytics:

- How many people visited a certain webpage from Twitter, LinkedIn or an email newsletter
- The geographic reach of those who engage with your social media and website
- How long visitors stay on your website and view its content
- The number of new visitors your website or blog is receiving

Metrics tools can reveal very helpful information that will allow you to track the success of various communications activities.

It is recommended to gather the data from all sources in one document to make it easier to see the relationships between your data. See figure 1 for an example.

Analysis

You have the data now what?

Depending on your strategies, you may want to track data according to a specific timeline. Set up a schedule to track the numbers but also to review them. In the first year you may want to review the data quarterly and then only bi-annually in the second year.

Review your data alongside your social media plan objectives. Were the objectives met? If not, what could be done differently? Use the current review to set new objectives for the upcoming year.

There's more than just numbers

Don't forget to track stories and successes on social media that aren't seen in the numbers. Meaningful interaction with supporters is just as important as likes and retweets.

Go back to your plan

If a strategy isn't giving you the results you expected, go back to your plan and change it!

Share!

Don't silo your social media efforts in your marketing or communications department. Encourage your whole team to send you content ideas and share fun updates with them to include them and turn them into supporters as well.

	January	February	March
Website			
EM			
Visits			
Downloads			
FB			
Visits			
Downloads			
Blog			
FB			
Unique Visits			
Total Visits			
Avg. Duration			
Referrers			
Subscribers			
Twitter			
EM			
Followers			
Mentions			
Retweets			
Klout			
Total clicks			
Tweets			
FB			
Followers			
Mentions			
Klout			
Retweets			
Total Clicks			
Tweets			
LinkedIn			
Updates			
Interactions			
Followers			
YouTube			
Subscribers			
Views			
Likes			
..			

Figure 1 Example of a data sheet for all platforms