HOW TO MEASURE SOCIAL MEDIA SUCCESS

Presented by Michelle Stergio

Photo from Pexels: https://www.pexels.com/photo/abstract-art-blur-bright-373543/
Welcome…

More than 20 years’ experience leading digital marketing strategies, customer acquisition, and measurement.

Thought leader on social media trends, digital ecosystem, best practices for social media and digital analytics, and implementing technology to deliver digital and social media data support.

My experience also spans marketing project management, strategic marketing planning, and website development, including customer journey, event coordination, and media buying.
Harness the Power of Social Media

• Break down measurement silos.
• Why measurement matters.
• Winning the key performance indicator (KPI) challenge.
• Measurement tools.
• Go beyond your social media account.

Photo by Surene Palvie from Pexels
You should add me on Twitter—

Oh, sure

And Facebook, LinkedIn, ResearchGate, Academia.Edu, Ask.Fm, Tumblr, Instagram, Periscope, Snapchat, WhatsApp, YouTube, WordPress—

And SoundCloud

Riiight

Image drawn by Matthew Partridge for The ErrantScience blog
https://errantscience.com/blog/2017/06/07/should-all-researchers-be-on-social-media/
Omni-Channel Communications

- Unified planning.
- Integrated measurement strategy.
- Transparency between teams.
- Shared vision for the website.

Success!!
Why Measure?
WHY MEASUREMENT MATTERS

IS THERE ANYBODY OUT THERE?

WOw YOU HAVE TONS OF SOCIAL MEDIA FOLLOWERS. YOU MUST BE STOKED!!!

I AM. NOW TELL ME HOW DO I GET 99.9% OF THEM TO VISIT MY SITE?

© 2014 WWW.BEARTOONS.COM BEARMANCARTOONS@YAHOO.COM

Used with permission: http://beartoons.com
Winning the KPI Challenge

1. Start With a Strategy
2. Align Numbers
3. Get Specific
4. Define Actions
5. Keep Optimizing
### Elements of a Measurement Plan

- **Business Objective**
- **Strategy**
- **Tactic**
- **KPIs**
- **Segments**

<table>
<thead>
<tr>
<th>Business Objective</th>
<th>Strategy</th>
<th>Tactic 1</th>
<th>Tactic 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support stats in their effort to ensure that all students have access to great teachers.</td>
<td>Create an online communications campaign that directs website visitors to engage with the learning hub content, tools and resources.</td>
<td>What needs to happen to measure success?</td>
<td>What needs to happen to measure success?</td>
</tr>
<tr>
<td>Example: Increase referrals from Social Media</td>
<td>Example: Increase engagement within the Learning Tools area</td>
<td>Key Performance Indicators (Metrics)</td>
<td>Key Performance Indicators (Metrics)</td>
</tr>
<tr>
<td>Increase referrals from social media</td>
<td>Increase pages per sessions to the Learning Tools area</td>
<td>Tactics are measured by key performance indicators (or KPIs). KPIs are the metrics AIR will use in Google Analytics to measure their success.</td>
<td>Increase returning users to the Learning Tools</td>
</tr>
<tr>
<td>Increase average session duration for users referred by social media</td>
<td>Increase resources downloads</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase pageviews from this audience segment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Segments**

Segmenting your data is a critical component of gaining insights and turning that knowledge into actionable comprehension.

- Campaign
- New vs Returning
- Site Content Grouping
- Event
- Sources / Medium
BEWARE OF VANY METRICS
• A high number of fans, followers, or likes does not equal success.
• Videos on social media are eye catchers—but each platform measures them differently.
• The popularity of the social media platform may be giving a false positive for success.
• Lack robust analytics.
• Data is fragmented by platform.
• Offers vanity metrics with minimum insight into KPIs.
• Difficult to trace a link between return on investment and social media.
Google Analytics
The Powerful Combination of Google Analytics and Social Media
How to Track Social Media With Urchin Tracking Module (UTM) Tags
UTM Tags for Tracking Campaigns

https://www.jcrew.com/c/shops/stripesshop?srccode=OSMFCBK01728&utm_source=facebookorganic&utm_medium=social&utm_campaign=OSMFCBK01728&fbclid=IwAR3B2zoYbLbRyCSkJkbEGwt2ZI7juoOqVryL5Z8j6k4IPP8jjwjGsfhkPo
How to Build UTM Tags for Tracking Campaigns

Resource:
Measure the “Impact of the Experience”

Consumption metrics provide you with a baseline understanding of whether people are landing on your content, how long they spend consuming your content, and what, if anything, they are doing on your website.

Engagement metrics are the key metrics necessary to evaluate how people are engaging with your content and how to improve their experience.

Conversion metrics are the final step or outcome you want visitors to take before they leave your website.
Consumption

• **Bounce Rate**
  - This is a percentage of visitors who navigate away from your website after viewing only one page.
  - A good bounce rate for a content site falls between 40% and 60%.

• **Source**
  - A source is the channel that drove the visitor to your website.
  - Understand what channel and content is driving traffic to your website and how visitors consume content.
Engagement

- **Average Session Duration** looks at the amount of time people are spending on your website per session.
- **Pages per Session** provides you with an average number of pages consumed during a session.
- **Clicks on “Call to Action Clicks”** looks at the number of click actions visitors create before completing a goal.
Conversation / Goals
Attribution

First touch gives credit to the first marketing or communications touchpoint.

Last touch assigns 100% of the credit to the last marketing or communications touchpoint.

Multi-touch assigns a share or a percentage of the credit to multiple touchpoints.
CHALLENGES IN MEASUREMENT

Photo by Suzy Hazelwood from Pexels
What is Social Media Intelligence?

Social Media Monitoring

Social Media Listening

Social Media Intelligence
Likes, Comments, Shares, and Clicks—Oh My!

• Look deeper.
• Not only responds to a message but acts on it as well.
• Unique visits? Yes, but not enough.
• How long do they stay?
• What else do they read?
• What does the “clickstream” (i.e., the path a user takes through a website) look like?
Sentiment, Tone, and Favorability
Choose the Correct Tools for Measurement

THANK YOU

Feel free to contact me!

Email: mstergio15@gmail.com

LinkedIn: Linkedin.com/in/michellestergio/
Thank You!

We invite you to:

• Provide your input on today’s webcast.
• Share your thoughts on future webcasts topics.
• Contact us at ktdrr@air.org.

Please complete the brief evaluation form at:

The contents of this presentation were developed under grant number 90DPKT0001 from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR). NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). The contents of this presentation do not necessarily represent the policy of NIDILRR, ACL, HHS, and you should not assume endorsement by the Federal Government.