

# How To Measure Social Media Success

Michelle Stergio

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Center on  
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# HOW TO MEASURE SOCIAL MEDIA SUCCESS

Presented by Michelle Stergio

# 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.



Photo by [Suzene Palvie](#) from [Pexels](#)

# 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.

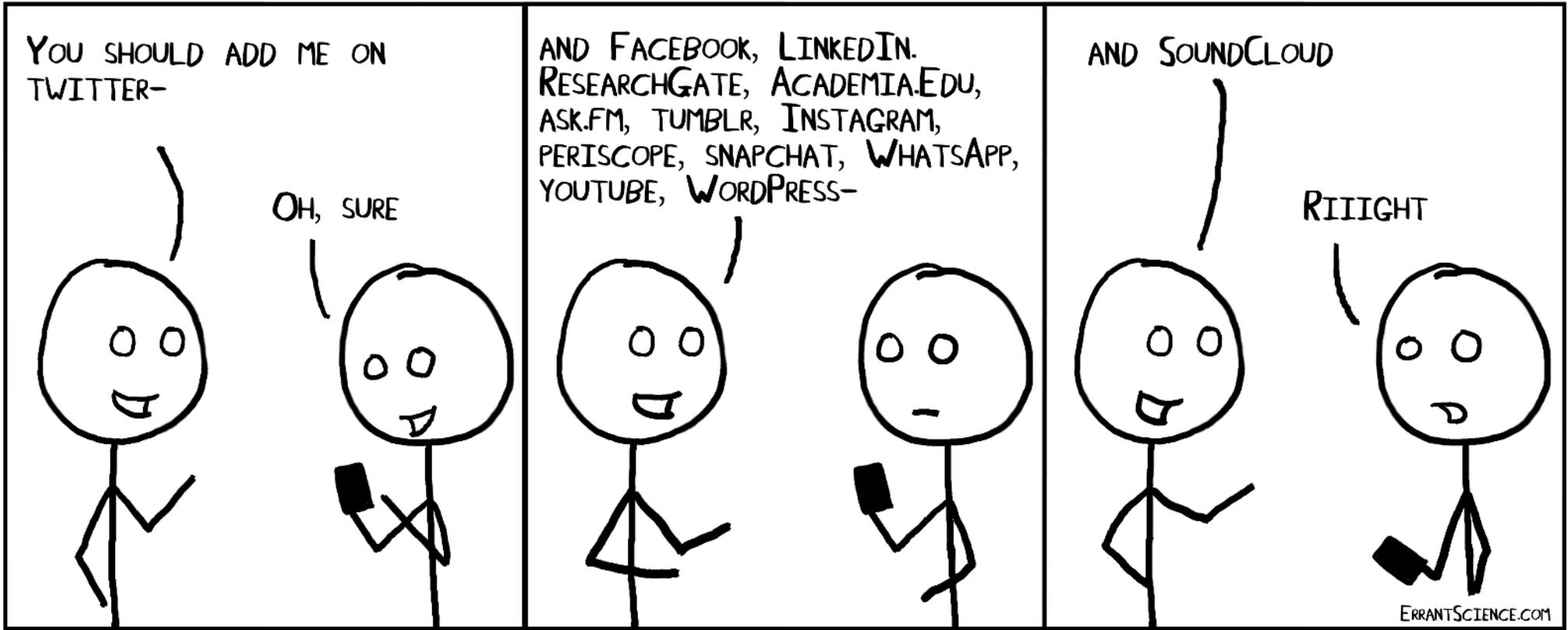


Image drawn by Matthew Partridge for The ErrantScience blog  
<https://errantscience.com/blog/2017/06/07/should-all-researchers-should-be-on-social-media/>

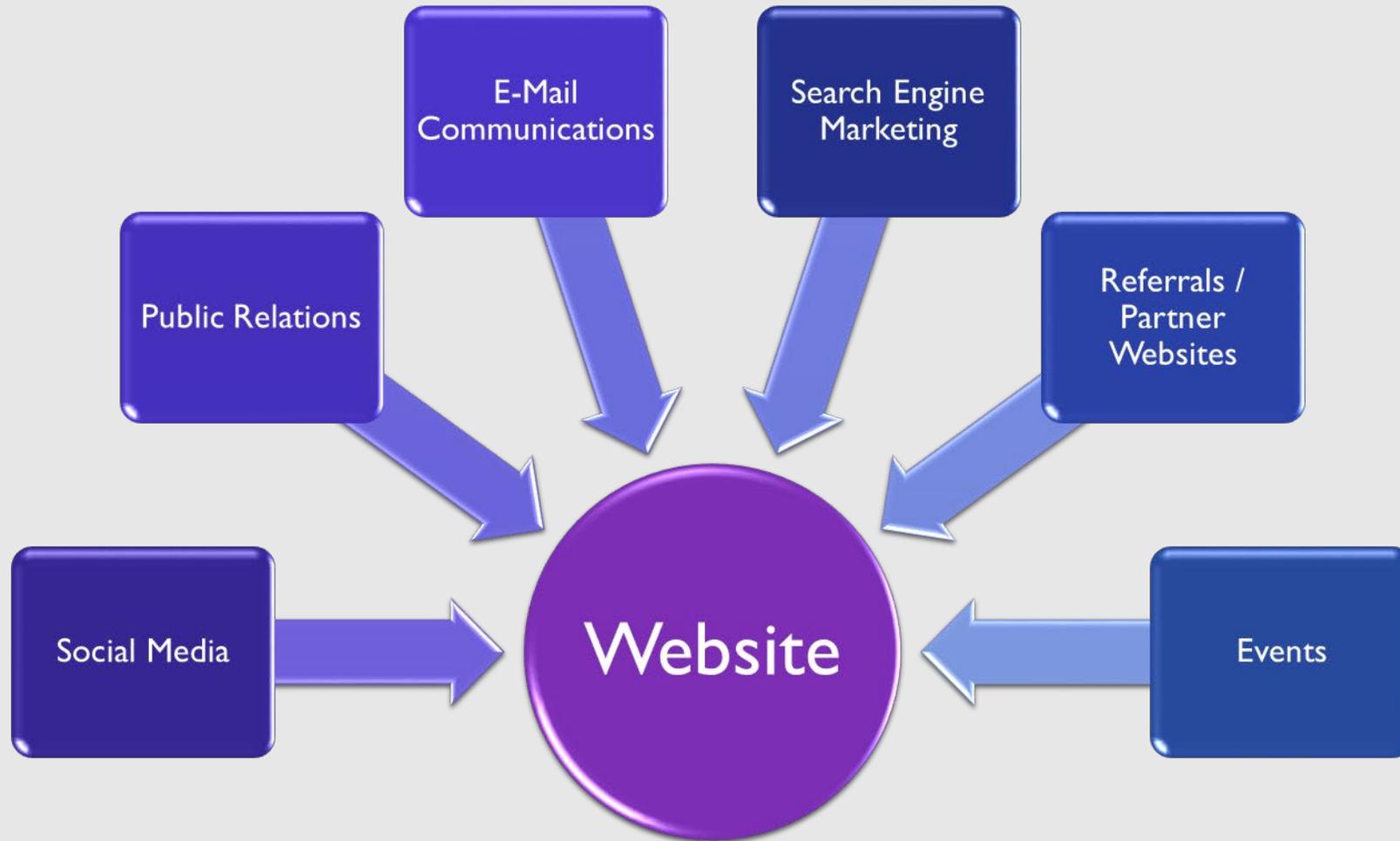
A network diagram consisting of several colorful plastic pins (red, green, yellow, blue, purple) connected by thin black lines on a white surface. The pins are arranged in a circular pattern, with some in the foreground and others in the background, creating a sense of depth. The background is slightly blurred, focusing attention on the network structure.

# Omni-Channel Communications

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

**Success!!**

# Why Measure?



**BEARMAN  
CARTOONS**

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?



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WHY  
MEASUREMENT  
MATTERS

# Winning the KPI Challenge



## Business Objective

Support stats in their effort to ensure that all students have access to great teachers.

## Strategy

Create an online communications campaign that directs website visitors to engage with the learning hub content, tools and

### Tactic

What needs to happen to measure success?

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Example: Increase referrals from Social Media

Example: Increase engagement within the Learning Tools area

### Key Performance Indicators (Metrics)

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Tactics are measured by key performance indicators (or KPIs). KPIs are the metrics AIR will use in Google Analytics to measure their success.

Increase referrals from social media

Increase pages per sessions to the Learning Tools area

Increase average session duration for users referred by social media

Increase returning users to the Learning Tools

Increase pageviews from this audience segment

Increase resources downloads

## 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

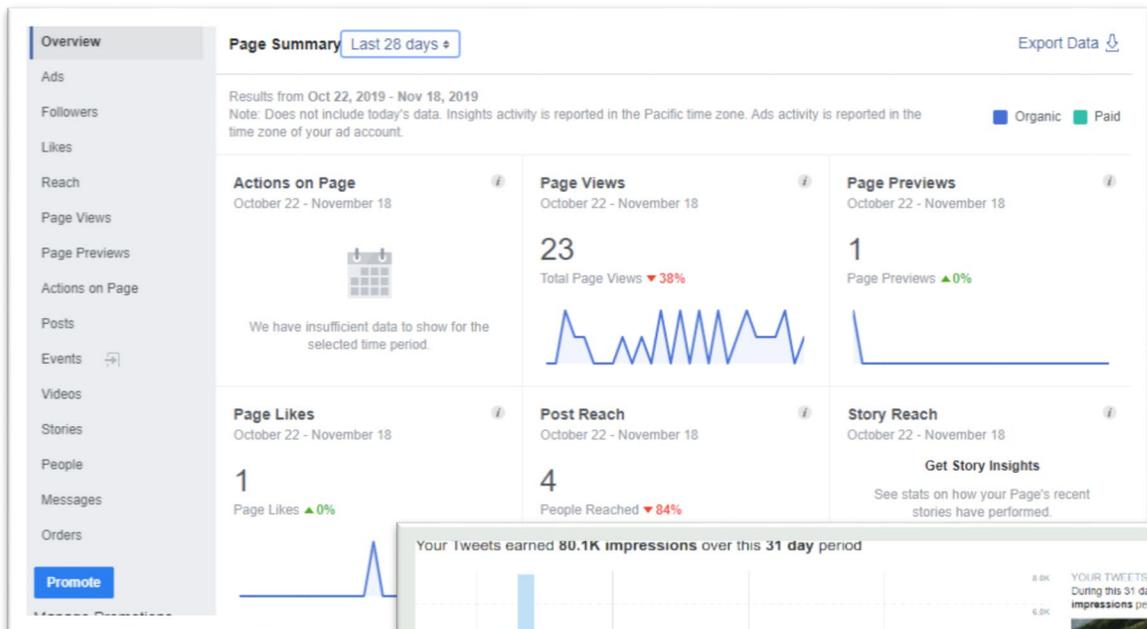
# Elements of a Measurement Plan

- Business Objective
- Strategy
- Tactic
- KPIs
- Segments

A close-up photograph of a hand in a blue and white checkered shirt giving a thumbs up gesture. The hand is positioned on the left side of the frame. Overlaid on the image is a white rectangular frame. Inside this frame, the text "BEWARE OF VANITY METRICS" is written in a large, bold, white, sans-serif font. The background is a blurred office setting with warm lighting.

# BEWARE OF VANITY METRICS

Photo by [Lukas](#) from [Pexels](#)



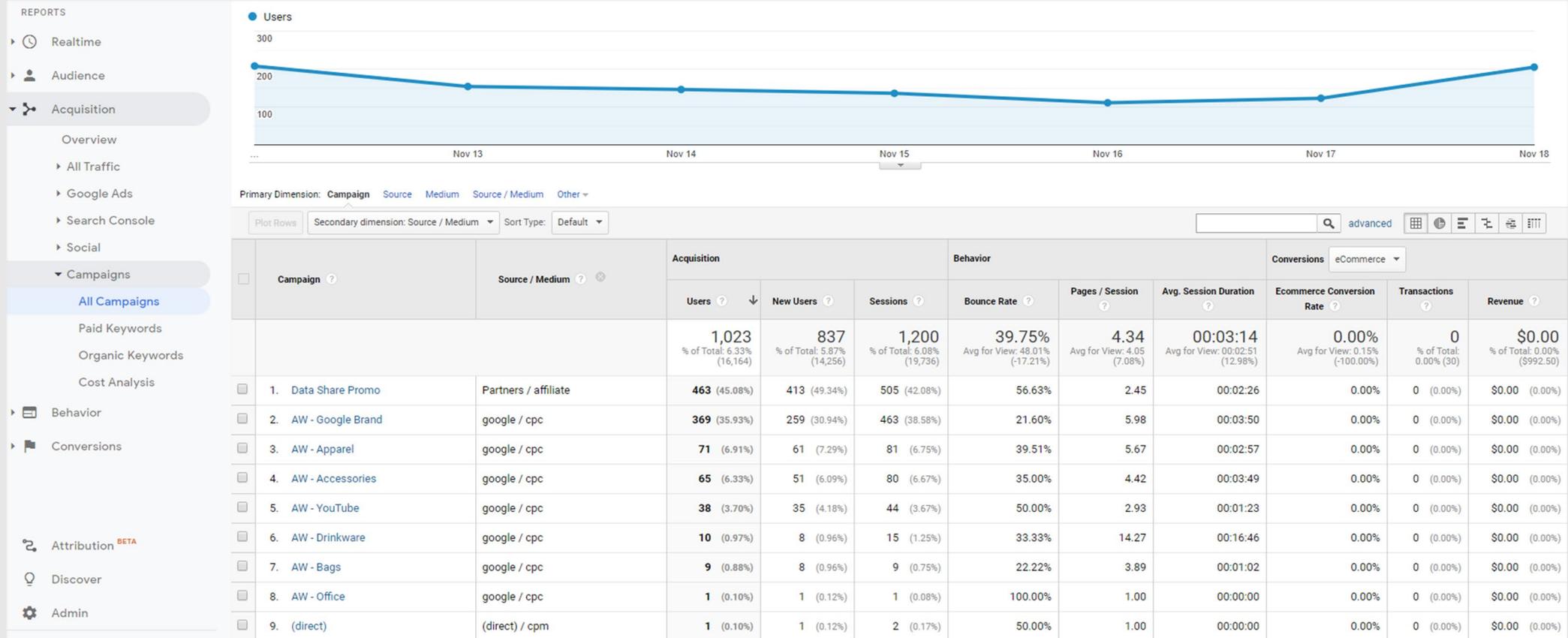
# Native Analytics Tools

- 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.



Photo from Pexels: <https://www.pexels.com/photo/grey-metal-hammer-34520/>

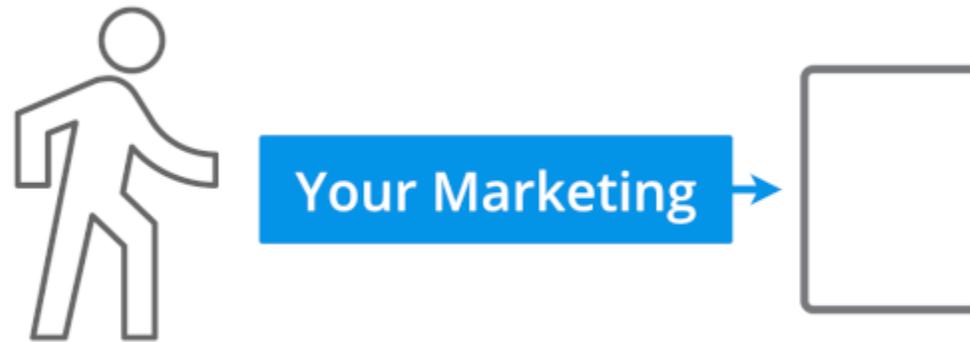
# Google Analytics



# The Powerful Combination of Google Analytics and Social Media



# How to Track Social Media With Urchin Tracking Module (UTM) Tags





utm\_campaign=Fresh%20Thinking&utm\_source=hs\_email&utm\_medium=email&utm\_content=75352745

# UTM Tags for Tracking Campaigns

[https://www.jcrew.com/c/shops/stripesshop?srccode=OSMFCBK01728&utm\\_source=facebookorganic&utm\\_medium=social&utm\\_campaign=OSMFCBK01728&fbclid=IwAR3B2zoYbLbRyCShJkbpEGwt2ZI7juoOqVryL5Z8j6k4IPP8jjwjGsfhkPo](https://www.jcrew.com/c/shops/stripesshop?srccode=OSMFCBK01728&utm_source=facebookorganic&utm_medium=social&utm_campaign=OSMFCBK01728&fbclid=IwAR3B2zoYbLbRyCShJkbpEGwt2ZI7juoOqVryL5Z8j6k4IPP8jjwjGsfhkPo)



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Shop exclusive collabs & more here <https://jcrew.co/2MFJh6U>



# Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

## Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL

The full website URL (e.g. `https://www.example.com`)

\* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

\* Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

\* Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads



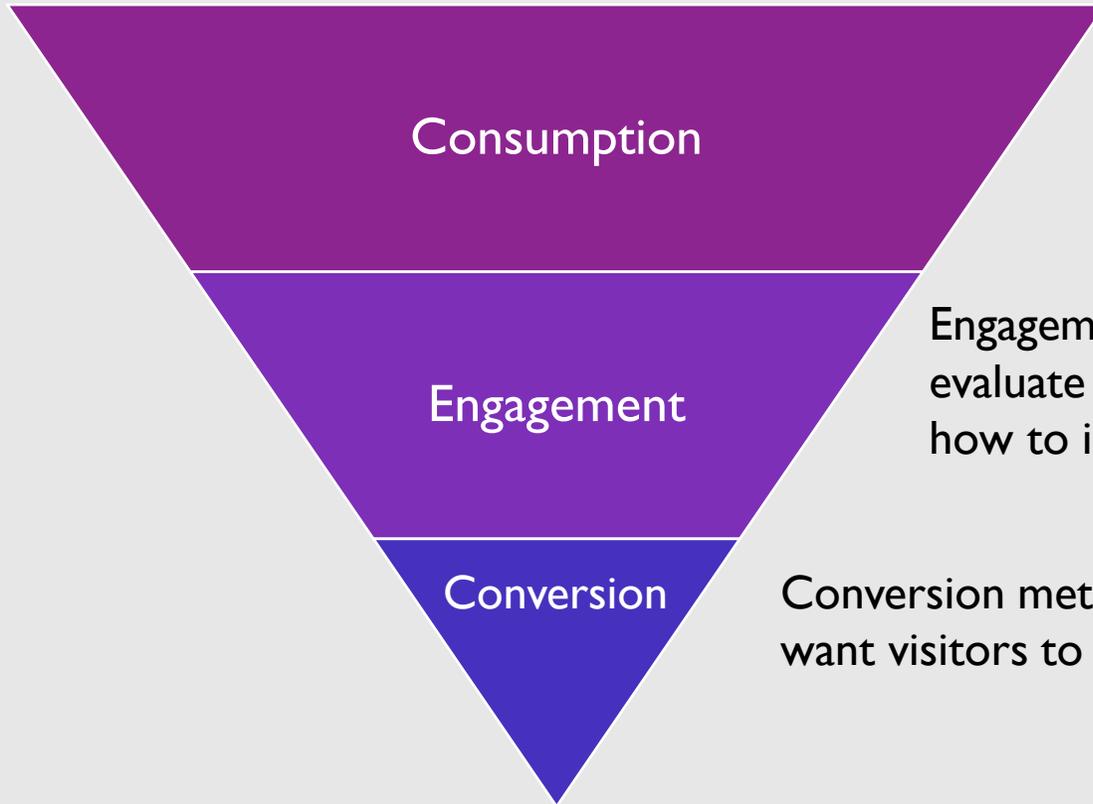
Fill out all the required fields above and a URL will be automatically generated for you here.

# How to Build UTM Tags for Tracking Campaigns

Resource:

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

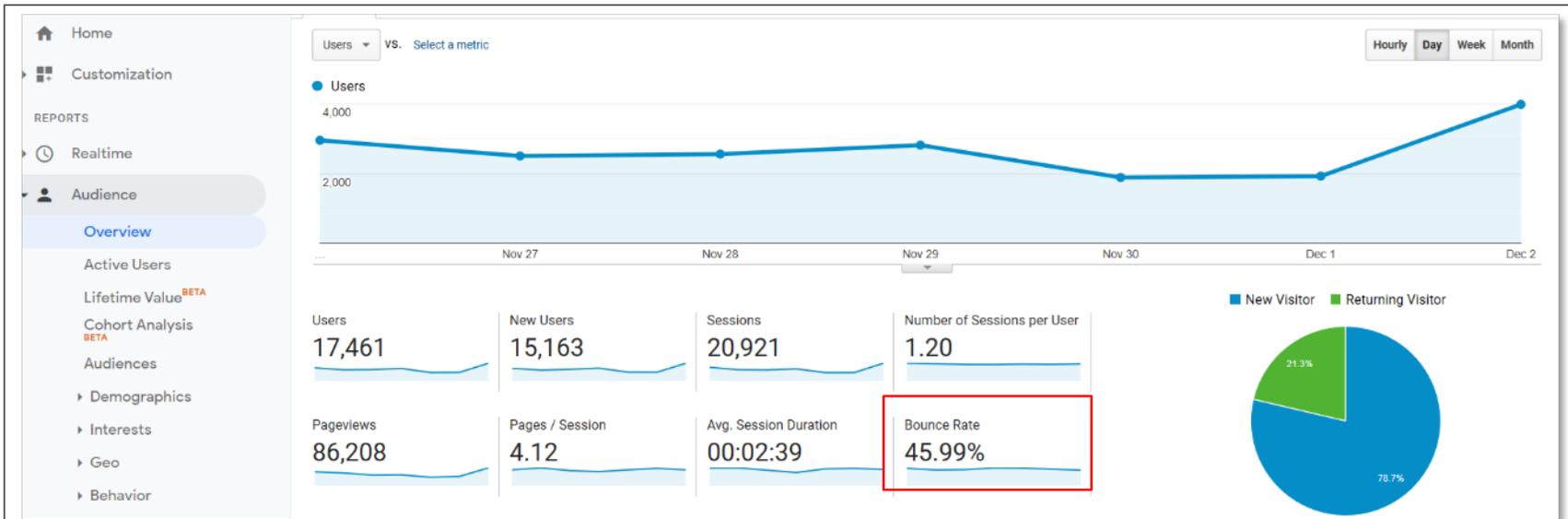
# Measure the “Impact of the Experience”



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.

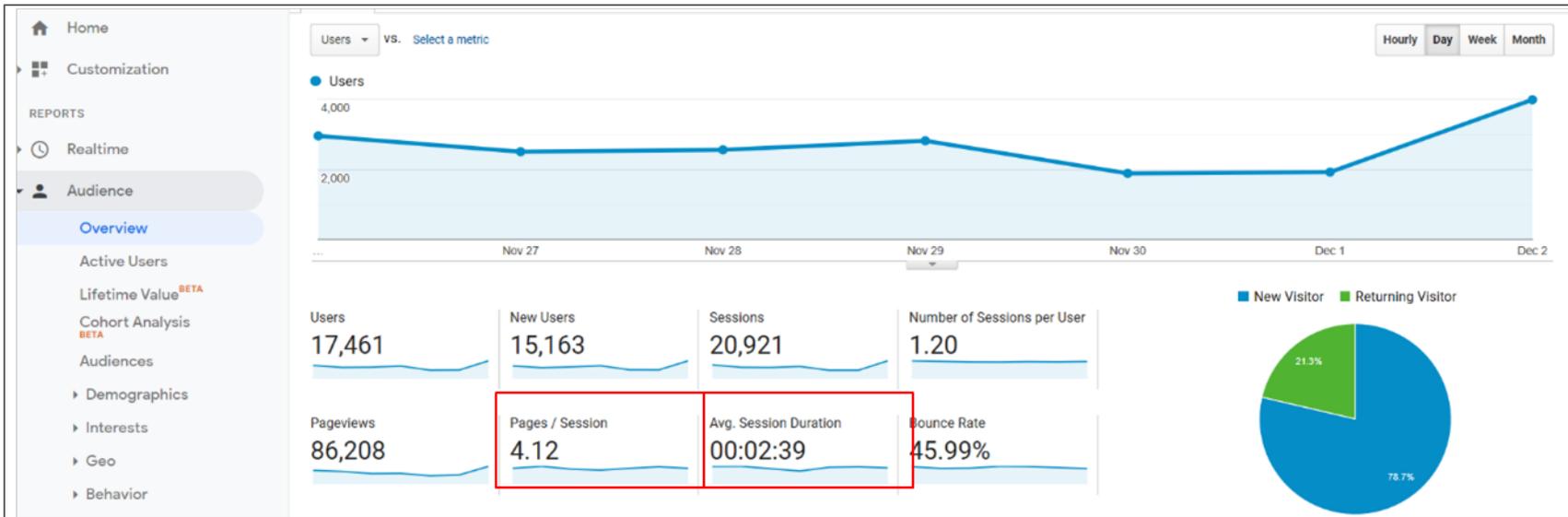


# Consumption

- 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%.

Page Title	Source	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		86,208 <small>100.00% (86,208)</small>	56,936 <small>100.00% (56,936)</small>	00:00:51 <small>Avg for View: 00:00:51 (0.00%)</small>	20,919 <small>100.00% (20,919)</small>	45.99% <small>Avg for View: 45.99% (0.00%)</small>	24.27% <small>Avg for View: 24.27% (0.00%)</small>	\$0.40 <small>106.35% (\$0.37)</small>
1. Google Online Store	google	6,202 (7.19%)	5,279 (9.27%)	00:01:35	5,171 (24.72%)	57.05%	56.88%	\$0.05 (11.86%)
2. Men's / Unisex   Apparel   Google Merchandise Store	google	4,842 (5.62%)	1,983 (3.48%)	00:00:31	298 (1.42%)	28.86%	10.76%	\$0.34 (84.28%)
3. Home	google	4,668 (5.41%)	3,476 (6.11%)	00:00:57	1,048 (5.01%)	29.58%	24.08%	\$0.31 (77.72%)
4. YouTube   Shop by Brand   Google Merchandise Store	google	2,998 (3.48%)	2,275 (4.00%)	00:00:43	1,752 (8.38%)	56.34%	44.83%	\$0.08 (20.41%)
5. Home	(direct)	2,925 (3.39%)	2,250 (3.95%)	00:00:51	2,032 (9.71%)	34.15%	34.80%	\$0.23 (57.09%)
6. New   Google Merchandise Store	google	2,908 (3.37%)	1,867 (3.28%)	00:00:56	100 (0.48%)	36.00%	18.02%	\$0.30 (74.36%)
7. Men's / Unisex   Apparel   Google Merchandise Store	mall.googleplex.com	2,708 (3.14%)	828 (1.45%)	00:00:26	33 (0.16%)	27.27%	6.68%	\$0.00 (0.00%)
8. Apparel   Google Merchandise Store	google	2,567 (2.98%)	1,517 (2.66%)	00:00:49	580 (2.77%)	31.55%	16.44%	\$0.46 (115.56%)
9. Men's T-Shirts   Apparel   Google Merchandise Store	google	2,205 (2.56%)	1,146 (2.01%)	00:00:33	725 (3.47%)	35.31%	18.91%	\$0.12 (30.51%)
10. New   Google Merchandise Store	(direct)	2,141 (2.48%)	1,404 (2.47%)	00:00:47	399 (1.91%)	34.34%	25.22%	\$0.14 (34.70%)

- 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.



Primary Dimension: Event Category | Event Action | Event Label

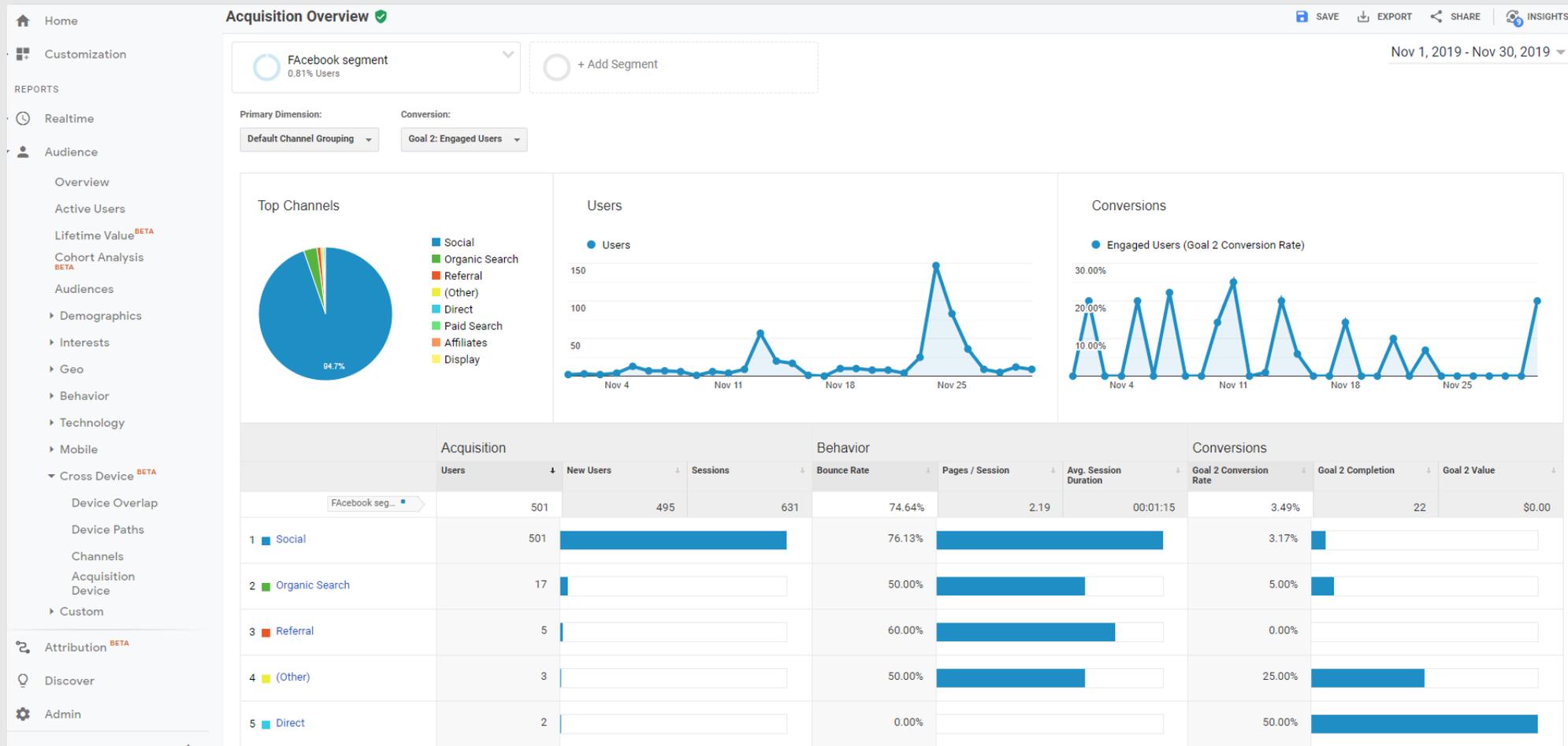
Secondary dimension: Source | Sort Type: Default

Event Category	Source	Total Events	Unique Events	Event Value	Avg. Value
		23,636 % of Total: 100.00% (23,636)	10,511 % of Total: 100.00% (10,511)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
21. Enhanced Ecommerce	ca.search.yahoo.com	19 (0.08%)	11 (0.10%)	0 (0.00%)	0.00
22. Enhanced Ecommerce	groups.google.com	16 (0.07%)	9 (0.09%)	0 (0.00%)	0.00
23. Contact Us	docs.google.com	14 (0.06%)	1 (0.01%)	0 (0.00%)	0.00
24. Enhanced Ecommerce	youtube.com	12 (0.05%)	7 (0.07%)	0 (0.00%)	0.00
25. Contact Us	creatoracademy.youtube.com	11 (0.05%)	8 (0.08%)	0 (0.00%)	0.00
26. Enhanced Ecommerce	github.com	10 (0.04%)	6 (0.06%)	0 (0.00%)	0.00
27. Enhanced Ecommerce	optimize.google.com	10 (0.04%)	6 (0.06%)	0 (0.00%)	0.00
28. Enhanced Ecommerce	wikihow.com	9 (0.04%)	4 (0.04%)	0 (0.00%)	0.00
29. Enhanced Ecommerce	amazon.com	6 (0.03%)	6 (0.06%)	0 (0.00%)	0.00
30. Enhanced Ecommerce	away.vk.com	6 (0.03%)	3 (0.03%)	0 (0.00%)	0.00

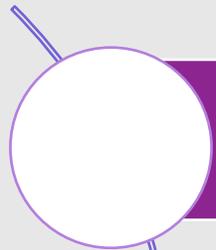
# Engagement

- 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.

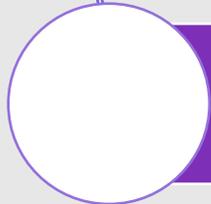
# Conversation / Goals



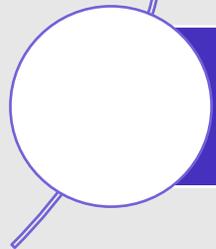
# Attribution



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.

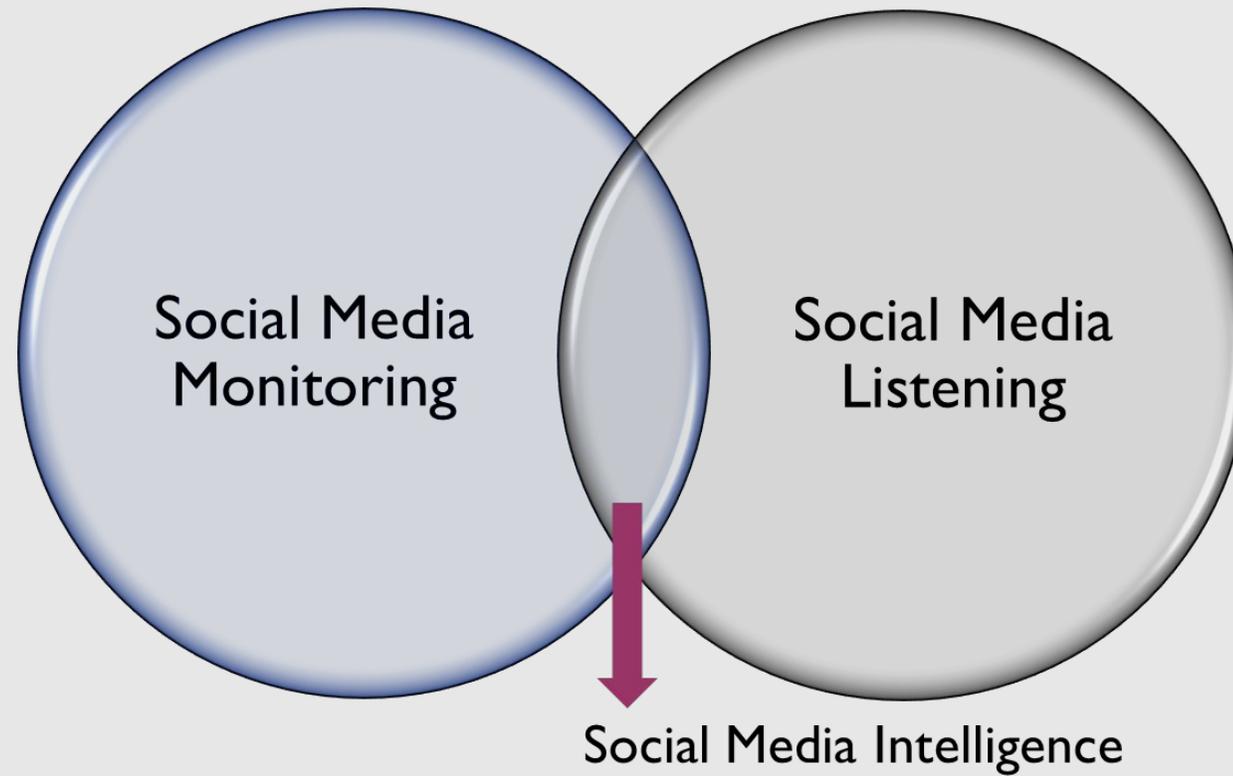


# CHALLENGES IN MEASUREMENT

Photo by [Suzy Hazelwood](#) from [Pexels](#)



# What is Social Media Intelligence?





# 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?







Photo by [Prateek Katyal](#) from [Pexels](#)



# THANK YOU

Feel free to contact me!

 [mstergio15@gmail.com](mailto:mstergio15@gmail.com)



[Linkedin.com/in/michellestergio/](https://www.linkedin.com/in/michellestergio/)

# Thank You!

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- Provide your input on today's webcast.
- Share your thoughts on future webcasts topics.
- Contact us at [ktddr@air.org](mailto:ktddr@air.org).

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 [www.ktdrr.org](http://www.ktdrr.org)

 [ktdrr@air.org](mailto:ktdrr@air.org)

 4700 Mueller Blvd, Austin, TX 78723

 800.266.1832

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