

#mybrainhurts

EVALUATING SOCIAL MEDIA

OCTOBER 2013



#Agenda

- Admit Defeat Before We Even Start
- Meet Each Other and Offer Support
- Understand How Social Media Can Support Your Work
- Figure out the Return in ROI
- Become Overwhelmed with What We Could Measure

#MakeItSimple

- There is no single formula that proves you are winning at social media.
- When we go on dates or make friends, there isn't one indicator that tells us that the relationship is worthwhile.

$$(OMG + TOTES)^{Twitter} = \sum_{k=0}^n \binom{n}{k} grumpycat^k a^{n-Facebook}$$

Let's Become #Besties

- Make a Quick Introduction of Yourself
 - Name and Organization
 - Do You Run Your Organization's Social Media Accounts?
 - Do You **Crawl, Walk, Run** or **Fly** in the Social Space?

Social Media is #Transformation

- Social media is not about leveraging a publishing platform to push out the same old same old.
- Social media is not just one more thing you have to do.
- When fully embraced, social media requires you to think and work differently.

Embrace the New #ChangelsHard

- Organizations that Embrace 2.0:
 - Work Openly
 - Assume Everyone Sees Everything
 - Speak Up
 - Build Things to Share
 - Build Things for Participation
 - Integrate Social Media into its Strategies

Keep Embracing the New

- Create Incentives for Staff to Share
- Identify Influencers
- Disseminate Content via Social Media Daily, Targeting Influencers
- Promote Others More Than Themselves

Amazon #Wishlist

BETH KANTER • ALLISON H. FINE

FOREWORD BY RANDI ZUCKERBERG

"URGENT! Read this book. Take notes. Take action. If you work for a nonprofit, you don't have to do every single thing these seasoned authors have to share, but you certainly have to know what you're missing." —SETH GODIN

THE NETWORKED NONPROFIT

CONNECTING
WITH
SOCIAL MEDIA
TO DRIVE
CHANGE



BETH KANTER

KATIE PAINE

FOREWORD BY LAURA ARRILLAGA-ANDREESSEN

"A powerful and entertaining book on how to use measurement and social media to kick butt and change the world."

—GUY KAWASAKI, author, *Enchantment*, former chief evangelist of Apple

MEASURING THE NETWORKED NONPROFIT

USING DATA
TO CHANGE
THE WORLD

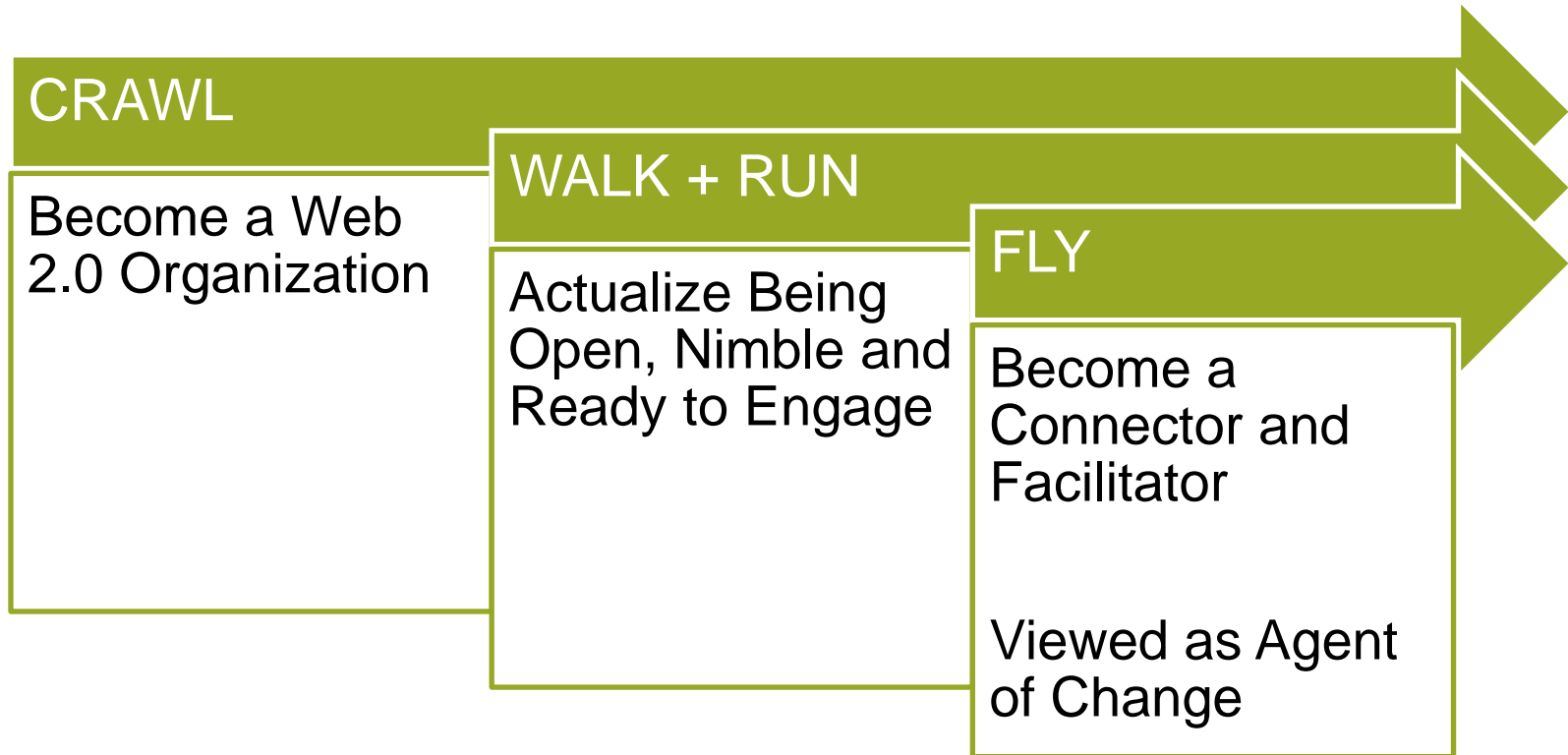


Edited by
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How Can #SocialMedia Support My Work

- Here's a **Two-Prong Logic-Model Bomb** That Says Social Media Can:
 - Position Your Organization as an **Agent of Change** Within Your Environment
 - Give Your Work **Greater Impact**

Agent of Change #NotShield



A Web 2.0 Organization #So2004

- Management embraces and encourages social sharing
- You're trained and technology infrastructure is in place
- Staff are comfortable with social sharing and develop their own networks
- Staff listens and distills information from networks and asks questions

Open, Nimble and Ready to #Engage

- Staff function confidently with less hierarchy
- Encourages engagement
- Input from others is welcomed and used
- Seen as transparent and accessible
- Staff seen as go-to partners
- Viewed as valuable information source
- Connecting and networking seen as a pivotal role for staff

Connector and Facilitator #CruiseDirector

- Staff function in an open environment and are less territorial
- Work is conducted not just by the organization but by its network
- The organization connects people to each other, information, resources and opportunities
- The organization facilitates action!

Have a Greater #Impact

CRAWL

Share Your Knowledge and Listen to What Others Say

WALK + RUN

Organization Becomes More Intelligent and Able to Move and Inspire

FLY

You Will Have a Greater Impact on Programs and Policy

Share and Listen #NotAllAboutYou

- Greater cross-organization exchange
- Sphere starts to broaden
- More connections
- Greater spread of information and opportunities to act
- Staff position others for greater sharing of expertise
- Open analysis of problems and solutions
- Staff acts on information from more sources

Greater Intelligence #MyBrainRocks

- More cross-team collaboration
- Networks are more diverse and stronger
- Problems solved with community-sourced solutions
- Staff better prepared for future

Moves and Inspires #LikeJagger

- With greater network, organization shares its ideas and solutions more broadly
- New ideas are more rapidly incorporated into the mainstream
- The conversation is more aligned with your areas of influence
- The public is more aware of your efforts in strategic areas

Programming Improves #ItGetsBetter

- Policy goals are reached faster
- Organizational norms change
- More types of organizations are engaged in healthier practices and behaviors
- Your intended results spread and go to scale

THE LOGIC MODEL IS OVER

SORRY TO INFLICT IT ON YOU

What's the Return in ROI?



Social Media is All About Engagement #Truth

- **Our measurements are based on tracking levels of engagement.**
- Our approach to social media measurement follows the continuum of engagement – from passive to active.
- We need to show active engagement for social media to have any true value to our organizations.

Frameworks for Measuring Engagement

- From the Robert Wood Johnson Foundation
 - **View**
 - **Follow**
 - **Share**
 - **Participate**
- From the communications firm Fenton
 - **See**
 - **Say**
 - **Feel**
 - **Do**

View, Follow, Share and #Participate

- **View:** Counts the quantity/quality of eyeballs
- **Follow:** Counts those who join the network
- **Share:** Counts word-of-mouth activity
- **Participate:** Counts those who engage and share their own point of view

See, Say, Feel and Do

- **See:** Exposure to the message (not even considered engagement yet)
- **Say:** People are repeating your messages verbatim across the network
- **Feel:** People take your message, internalize it and add input
- **Do:** People are moved to action

See Metrics

- Facebook Page Like Totals
- Twitter Follower Totals
- Website Traffic
- Email Subscribers
- RSS Subscriptions
- Advertising Impressions
- Earned Media Impressions
- Instagram Followers
- Pinterest Followers



Say Metrics

- Facebook Post Likes
- Facebook Shares
- Twitter Retweets
- Twitter Favorites
- Instagram Post Likes
- Pinterest Repins
- Email Forwards
- Google +1s



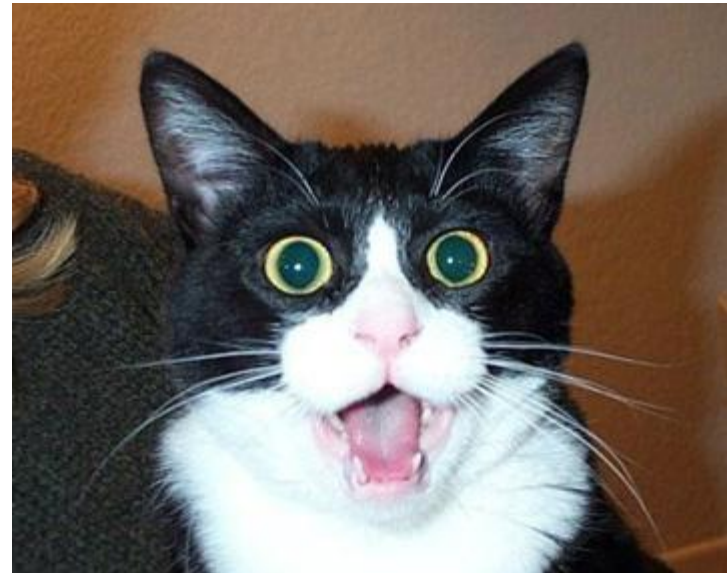
Feel Metrics

- Facebook Shares with Personalized Messages
- Facebook Comments
- Instagram Comments
- Twitter Mentions
- Twitter Replies
- Blog Comments



Do Metrics #Score

- Donations
- Advocacy Actions
- Event Attendance
- Membership
- Volunteerism
- Sales
- Email Sign Up



Website Metrics

- # unique visitors
- # page views
- # page views per visit
- time on site
- # downloads of content
- % increase in visits from top sites
- search terms leading to internal pages
- # inbound links to internal pages
- quality of inbound links
- # visitors who use the share function on page

Twitter Metrics

- # of tweets from org
- # of tweets shared by org
- # of tweets shared by staff
- % tweets shared by org promoting org content
- hashtags used by org
- hashtags used by staff
- # lists to which org is added
- # of Twitter followers
- % growth of Twitter followers
- Ratio of favorites/tweets from org account
- Most popular favorite tweet
- Representation of targeted categories among followers

Twitter Metrics Continued

- # of tweets using org hashtags
- influence and credibility of people using hashtags
- ratio of retweets to tweets shared
- most popular retweet
- influence and credibility of people retweeting
- # mention and replies of organization
- # mention and replies of staff members
- percentage of positive, negative or neutral mentions

Facebook Metrics

- # Facebook fans
- Average Page reach
- Demographics of Likes
- # engaged users
- # shares of posts
- Credibility of person sharing post
- # people talking about
- # comments on post
- # Facebook post Likes
- Credibility of people leaving the Like
- # shares with additional commentary
- Credibility of person leaving comment
- Percentage of positive, negative and neutral comments

YouTube Metrics

- # views
- Average length of time video viewed
- Demographic information about viewers
- # subscribers to your channel
- # embeds of video on blogs
- # favorites
- # significant discovery events
- # likes
- # dislikes
- # comments

Resources

- Fenton's [See, Say, Feel, Do](#) report
- [Social Media Monitoring Tools](#) from Robert Wood Johnson Foundation
- [HootSuite University](#) (cost)

Resources #NoPerfectSolution

- **Addictomatic** (search aggregator)
- **Bit.ly** (metrics on shortened URLs)
- **Buffer** (publishing and analytics)
- **Facebook Insights** (all you need)
- **Google Alerts** (keyword searches)
- **Hashtags.org** (hashtag search)
- **HootSuite** (publishing and analytics)

Resources #NoPerfectSolution

- **Klout** (online influence)
- **Mention** (keyword monitoring)
- **Radian6** (monitoring and analytics)
- **TweetReach** (Twitter analytics)
- **Twitalyzer** (Twitter analytics)
- **Twitonomy** (Twitter analytics)
- **Twitter Search** (search)



THE ANNIE E. CASEY FOUNDATION

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