



# Measuring Your Online Communications

August 2014



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# Introductions

Chris Tuttle

Principal Consultant for Tuttle Communications  
Idealware Expert Trainer



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# Introductions: [www.idealware.org](http://www.idealware.org)



TopicsReportsArticlesOnline TrainingBlogContent ResourcesDonateAbout



"We want the best to support our community of immigrants, but money is tight—so we don't buy any software without seeing what Idealware says about it first."

— Patricia Perkins, FaithAction International House

Latest Articles & Reports

Using Social Media to Meet Nonprofit Goals: The Results of a Survey

March 2010

Advertisement in Executive Dashboard

By Kaitlin LaCasse, February 2010

Field Guide to Software for Nonprofits: Fundraising, Communications, and Outreach

January 2010

In Email 'Old News'? Social Networks as...

From the Blog

Building Modules for a Mobile Phone

By Laura Quinn

New report: Using Social Media to Meet Nonprofit Goals

By Laura Quinn

New Faces, Blog Changes

By Peter Campbell

Have Your Nonprofit Resources Opportunities

By Debra Robinson

Subscribe to Our eNewsletter

Topics

Managing Constituents

Websites

Email

Social Media

Graphics & Multimedia

Events & Meetings

Collaboration

Fundraising

Advocacy

Back Office & Operations

How to Choose Software

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## Why Are You Measuring?

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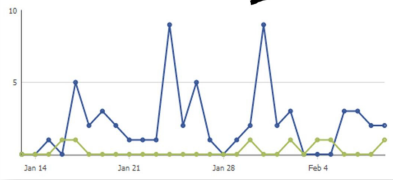
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## Measurement as Therapy

Total Likes? 1,038 ▲ 0.1% Friends of Fans? 491,410 ▲ 0.45%

Where Your Likes Came From

☒ New Likes? ☒ Unlikes?



Look at all those fans!  
They love me!  
They really love me!

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## Measurement as Exploration

Huh, look at that!  
Wonder where they came from?

Total Likes? 1,038 ▲ 0.1% Friends of Fans? 491,410 ▲ 0.45%

Where Your Likes Came From

☒ New Likes? ☒ Unlikes?




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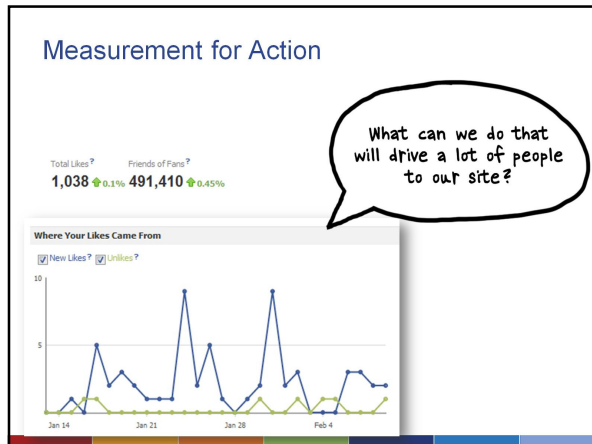
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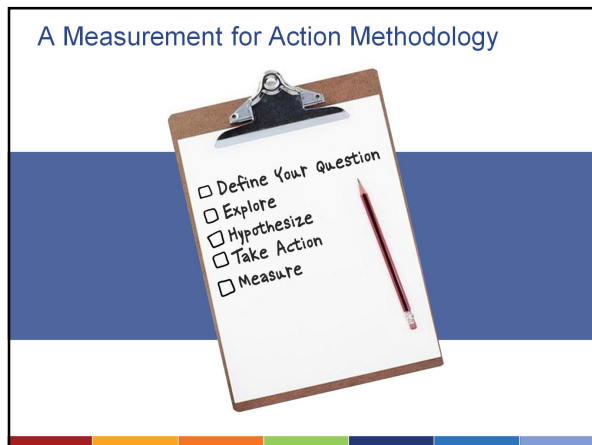
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### Example Action Questions...

- Are we getting a return on our investment for specific types of content?
- What type of posting/ resources/ etc are most likely to inspire people to donate?
- Are people using social media to find out about our events and RSVP?

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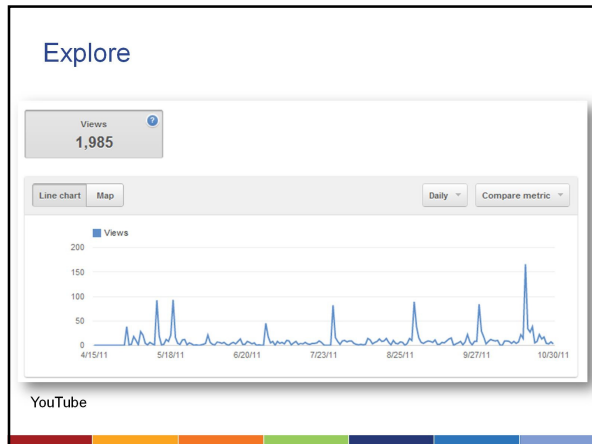
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### Hypothesize and Take Action(s)

- "I think that promoting the link heavily on Facebook will encourage more people to RSVP"
- "Maybe adding asking external bloggers to promote the event, will help"
- "Perhaps posting a video about the event will peak people's interest"

Choose an action (or possibly two), and follow through

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### Measure Your Success

Understand how you'll measure whether it worked or not

- "In a week, I'll take the number of page visits to the page with this new setup, and compare it with last week's"

Rinse and repeat!

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## Asking the Right Questions

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## Deciding What to Measure Can Be Tough



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## It Is All About Asking Questions!



The questions you ask will help to define what you should be collecting.

They will also point to ways to expand your measurement.

Try and find a balance between collecting a reasonable amount and getting enough information.

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Defining Metrics



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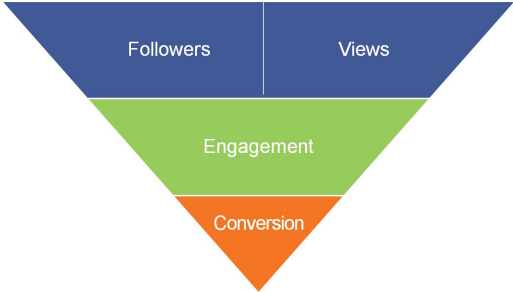
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What Types of Things Can You Measure?



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Followers



Twitter followers



RSS subscribers



Facebook fans

The number of people who choose to follow the information you provide

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### What Does It Measure?

Your reach into the world

The increase in people who care what you say



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### Views

**You Tube**  
Video views

**facebook**  
Facebook page views

**bit.ly**  
Shorten, share, and track your links  
Clicks on a Bit.ly link

The number of people who look at your resources



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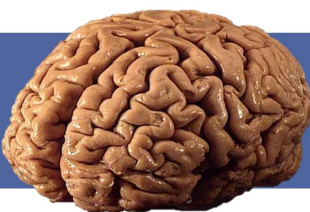
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### What Does It Measure?

- How many people make use of your information
- A reasonable proxy for your impact on people's knowledge and feelings



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## Engagement

186 people like this.

View all 8 comments

**Tom Bolton** We can only hope that corporations follow through this is a minuscule portion of our planets problems. Without the wildlife, resources, and environmental we will be done sooner than our expectations. Please watch the video completely to get the gist of the situation.

20 hours ago · Flag

**Yolanda Johns** who r u really taken about in this article? :)

18 hours ago · Flag

Number of comments

The number of people who comment on, forward or post their own resources



Retweets



Online mentions



Forwards

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## What Does It Measure?



- How interested are people in the information or community?
- Do they feel a sense of connection to it?

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## Conversion




Buying tickets



Donating



Signing up for classes



Volunteering

Are people actually doing things that help your organization?

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## What Does It Measure?



Ultimately, the best measure of whether your communications have organizational impact

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## What It Looks Like In Real Life...

Will posting our event to Facebook help boost attendance?



### Measures

- Number of views of Facebook events (Views)
- Number of positive RSVPs (Engagement)
- Lift in attendance numbers (Conversion)
- Those who tell registration or the box office they heard about the event on Facebook (Conversion)

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## Thinking Critically About Your Data

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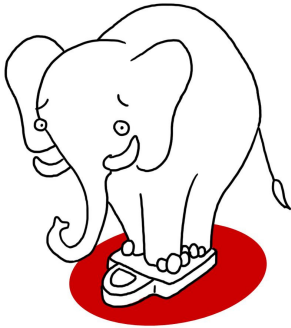
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### Are You Weighing the Right Things?



Be mindful of aligning your metrics with your goals- measure what you need, not what is easy to collect!

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### Some Results are Directly Measurable

Website analytics can tell you how many people came to your website from Facebook or another source




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### Some Can Only Be Inferred

The "lift" shows the approximate effect of a communication



Lift: The difference between what you would normally expect and the increased result.

Determined by:

Time Relationship, Audience Connections, Entry Points

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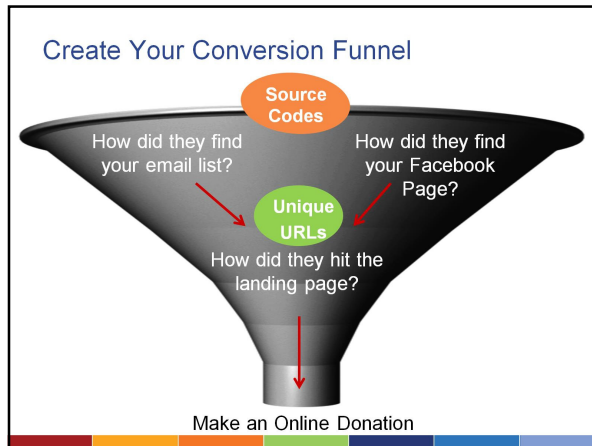
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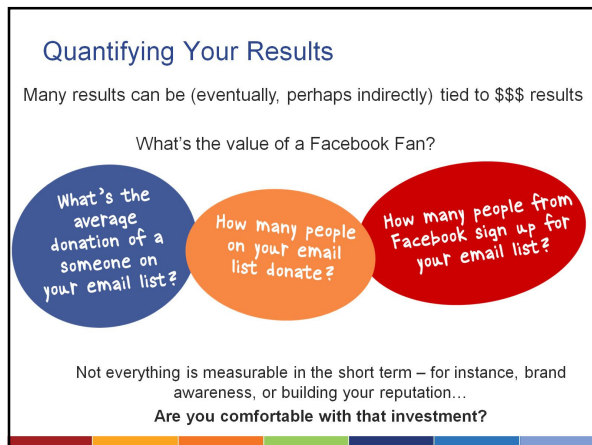
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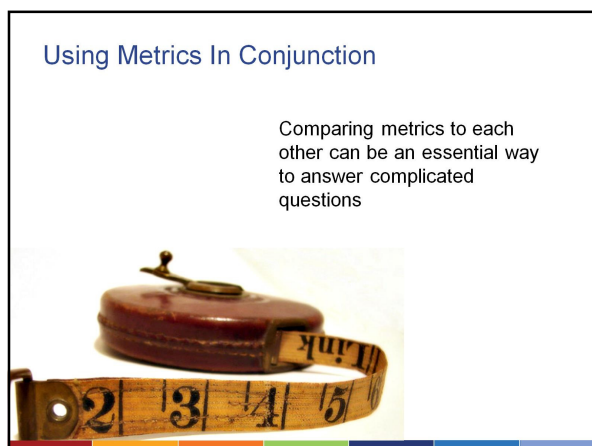
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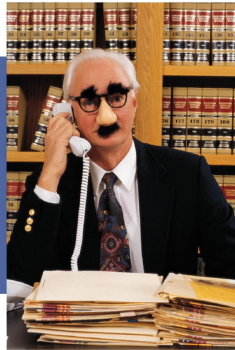
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### Is That Really The Answer?

Are you really measuring what you think you are?

Be careful that you don't infer too much from a number. Take different approaches to back up your conclusions.



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### Some Tools to Help You Measure

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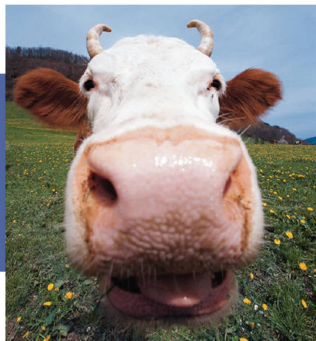
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### Where to gather the basic information?

The information you need is often right under your nose...



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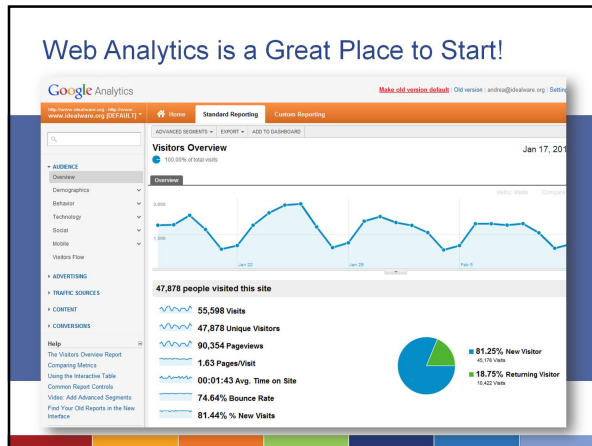
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### Email Data from Your Broadcast Tool

| Date Sent  | Email Name                                 | Sent | Bounces      | Spam Reports | Opt. outs | Opens        | Clicks    | Forwards |
|------------|--|------|--------------|--------------|-----------|--------------|-----------|----------|
| 11/7/2012  | <a href="#">Newsletter Nov 7 - 18</a>      | 4583 | 29.9% (1371) | 0            | 0.1% (2)  | 27.3% (878)  | 3.3% (28) | 0        |
| 11/5/2012  | <a href="#">News Flash</a>                 | 4589 | 29.9% (1371) | 0            | 0.1% (6)  | 39.7% (1826) | 2.0% (26) | 0        |
| 10/31/2012 | <a href="#">Newsletter Oct 31 - Nov 11</a> | 4599 | 30.2% (1388) | 0            | 0.0% (2)  | 32.9% (1052) | 4.4% (68) | 0.1% (1) |
| 10/24/2012 | <a href="#">Newsletter Oct 24 - Nov 4</a>  | 4585 | 30.1% (1378) | 0            | 0.2% (9)  | 32.9% (1054) | 6.5% (88) | 0        |
| 10/17/2012 | <a href="#">Newsletter Oct 17 - 28</a>     | 4581 | 30.2% (1383) | 0            | 0.1% (4)  | 34.0% (1087) | 4.9% (53) | 0        |
| 10/10/2012 | <a href="#">Newsletter Oct 10 - 21</a>     | 4579 | 30.0% (1373) | 1            | 0.1% (4)  | 32.2% (1041) | 3.2% (32) | 0        |
| 10/3/2012  | <a href="#">Newsletter Oct 3 - 14</a>      | 4561 | 30.0% (1370) | 0            | 0.0% (1)  | 34.3% (1099) | 5.8% (64) | 0.1% (1) |
| 9/26/2012  | <a href="#">Newsletter Sept 26 - Oct 7</a> | 4554 | 29.9% (1360) | 1            | 0.1% (4)  | 34.6% (1199) | 3.5% (38) | 0        |
| 9/19/2012  | <a href="#">Newsletter Sept 19 - 30</a>    | 4551 | 29.9% (1353) | 0            | 0.0% (2)  | 32.6% (1046) | 6.1% (83) | 0        |

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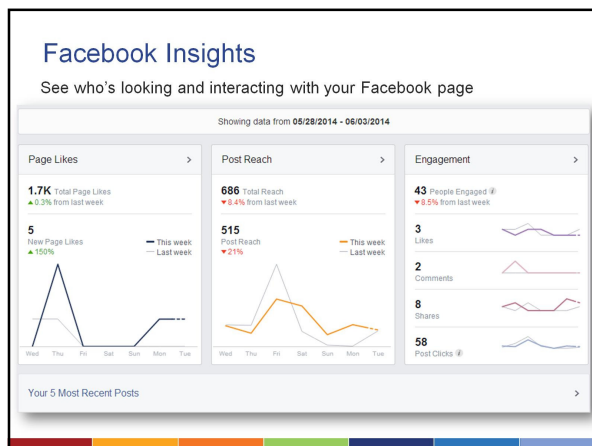
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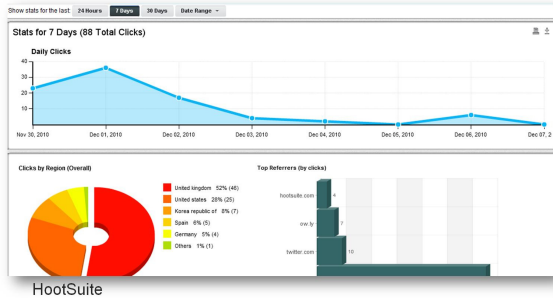
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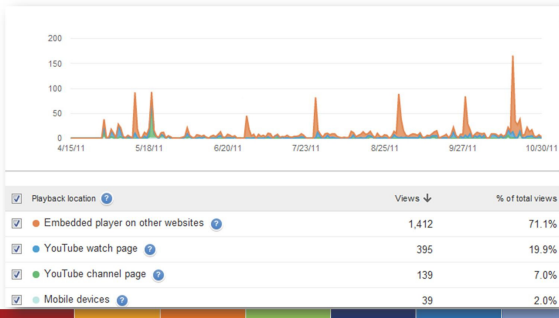
## Measuring Twitter- An Additional Tool

See who's looking & interacting with you on Twitter via a third party tool...



## YouTube Analytics

Access detailed info about your viewers, what people watch and where they come from.



## Blog Measurement

My Feeds take it one game at a time

Looking for feeds you used to have at feedburner.com?

[Claim your feeds now »](#)

OR

Burn a feed right this instant. Type your blog or feed address here:

Monitor the health of your feed by subscribing to FeedBulletin. FeedBulletin is our way of communicating @FeedMedic alerts and occasional "official" messages from the FeedBurner team: <http://feeds.feedburner.com/~u/09445214215894652999>

[Report a problem about FeedBulletin security](#)

AdSense for Feeds

- Your stats, right away: 10/25/2010
- Enabling social sharing with FeedBurner: 4/22/2010
- Socializing your feed with Twitter: 12/14/2009

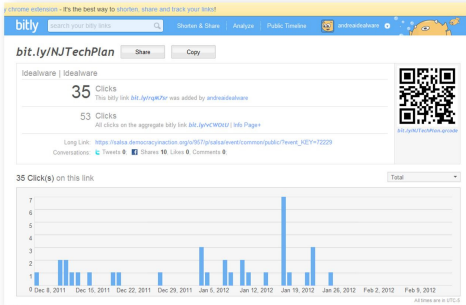
FeedBurner Status

- Known issue: Socialize service not working for some users 9/19/2011
- 10/19/2011

Gather blog data through a combination of info from your blogging tool, FeedBurner and website analytics

## Shortened Links

Track embedded links across all social media channels




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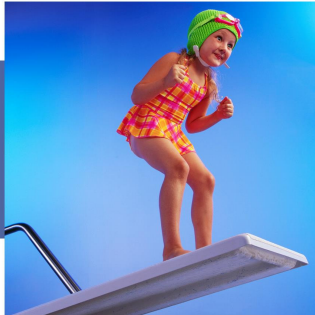
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## Diving Into the Details

There is more to collect than can be found from the direct tool data themselves...




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## Specific Tool-Based Calculators

Lots of third party tools will help you measure one or two specific things about your social media presence...

**booshaka!**

**14blocks**

**TWITALYZER**  
SERIOUS ANALYTICS FOR SOCIAL BUSINESS

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## Monitoring to Gather Metrics

Monitoring and measuring are closely tied. It is impossible to measure well if you haven't been monitoring your channels




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## You may need to count!

For Example:  
Posts by you vs. posts by  
your community to your wall.

KaBoom!

KaBoom!

Community Post




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## Gather Your Data on a Regular Basis

And put it into a spreadsheet

| 1  | A    | B            | C                               | D                       | E                     | F                      |       |
|----|------|--------------|---------------------------------|-------------------------|-----------------------|------------------------|-------|
| 2  | Date | # of Members | # of Likes to content this week | # of Comments this week | # of Posts from Staff | # Posts from Community | # vis |
| 3  |      |              |                                 |                         |                       |                        |       |
| 4  |      |              |                                 |                         |                       |                        |       |
| 5  |      |              |                                 |                         |                       |                        |       |
| 6  |      |              |                                 |                         |                       |                        |       |
| 7  |      |              |                                 |                         |                       |                        |       |
| 8  |      |              |                                 |                         |                       |                        |       |
| 9  |      |              |                                 |                         |                       |                        |       |
| 10 |      |              |                                 |                         |                       |                        |       |
| 11 |      |              |                                 |                         |                       |                        |       |
| 12 |      |              |                                 |                         |                       |                        |       |
| 13 |      |              |                                 |                         |                       |                        |       |
| 14 |      |              |                                 |                         |                       |                        |       |
| 15 |      |              |                                 |                         |                       |                        |       |
| 16 |      |              |                                 |                         |                       |                        |       |
| 17 |      |              |                                 |                         |                       |                        |       |

Don't forget to actually look at your data!

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## Create Your Measurement Regime



- Make it doable...the point is to actually do the measurement!
- Set a clear schedule
  - Select a reasonable number of useful measures to collect
    - 5 per question
    - no more than 12 total

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## More Advanced Tools




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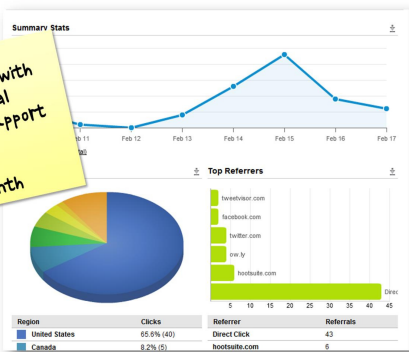
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## Entry Level: HootSuite

Focused on management, with some additional metrics to support strategy.  
Basic- Free  
Pro- \$4/month



Also Consider: CoTweet

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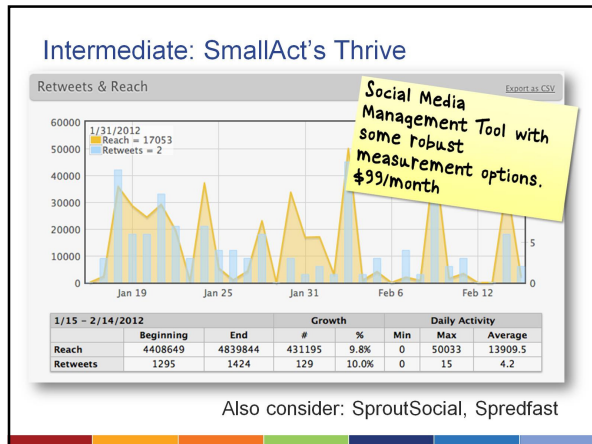
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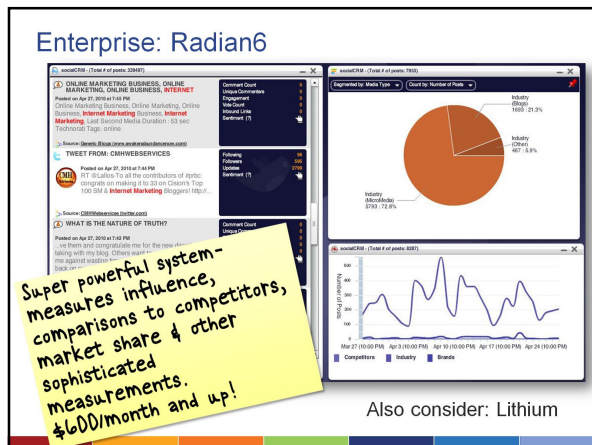
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## Measurement Doesn't Exist in a Vacuum

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### Try Things...

Experience is the only  
bulletproof way to  
know what will work for you.



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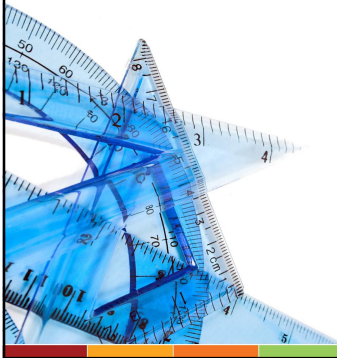
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### Measure and Refine...



You can't reliably  
improve unless you  
track and tweak.

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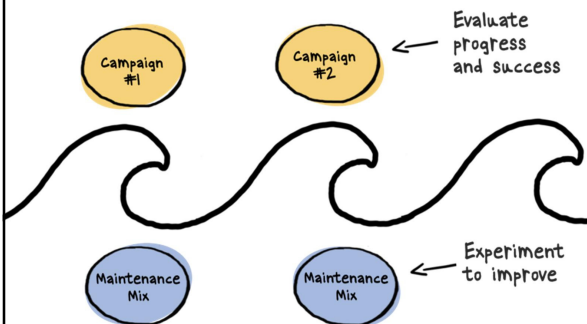
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### Use Your Conclusions to Improve Practice



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Don't Forget...

The best way to show your data the love is to USE IT!



A cartoon illustration of a girl with pigtails, wearing a white shirt and shorts, holding a large stack of papers and a calculator. The papers have numbers and symbols on them, and the calculator is a large, detailed one.

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Questions?



A photograph of several students in a classroom, seen from behind, with their hands raised in the air. They are in front of a chalkboard filled with mathematical equations.

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