Measuring Your Online Communications

August 2014

WI FACETS
WI Family Assistance Center for Education, Training, & Support

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Introductions

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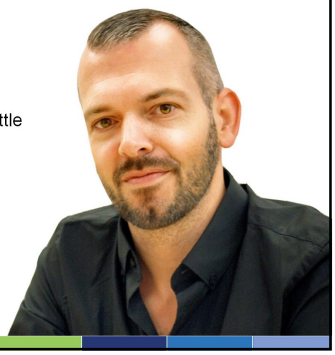
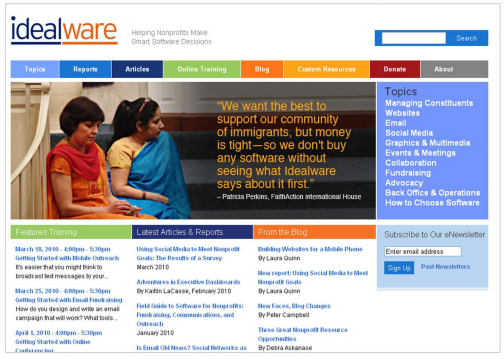
Idealware Expert Trainer



Introductions: www.idealware.org



Why Are You Measuring?

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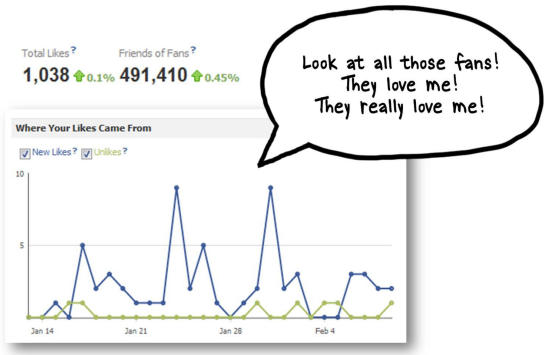
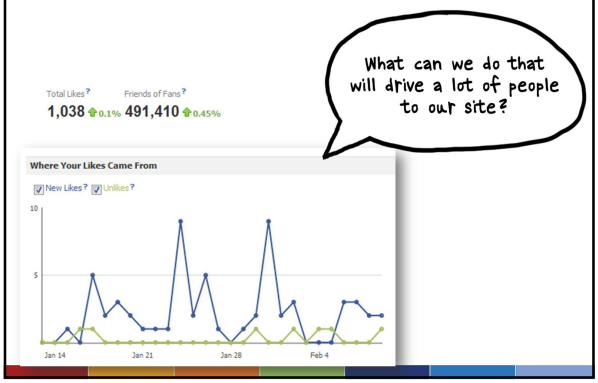
Measurement as Therapy



Measurement as Exploration

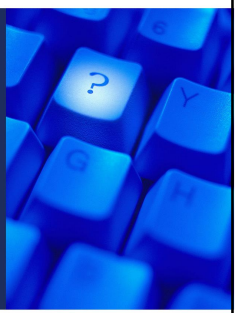
Measurement for Action



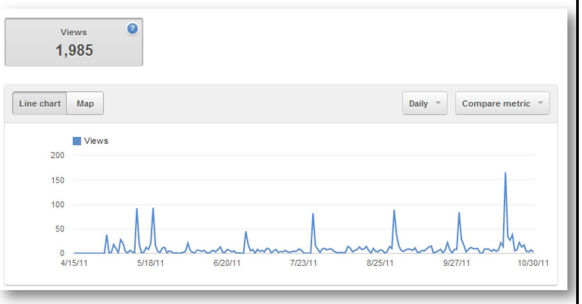
A Measurement for Action Methodology

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?



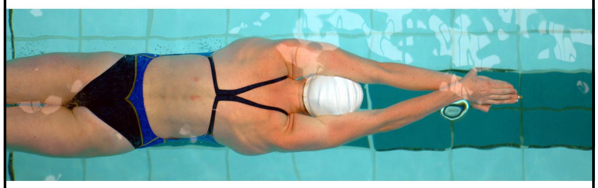
Explore



YouTube

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

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!

Asking the Right Questions

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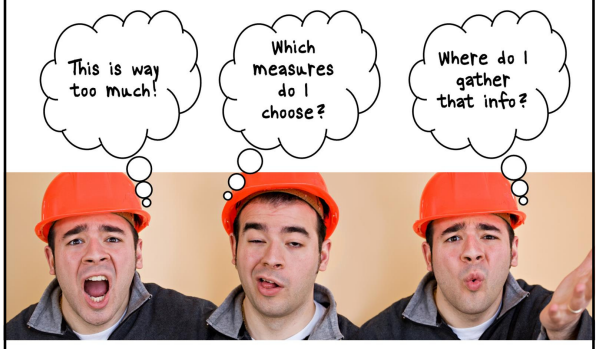
Deciding What to Measure Can Be Tough



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.

Defining Metrics

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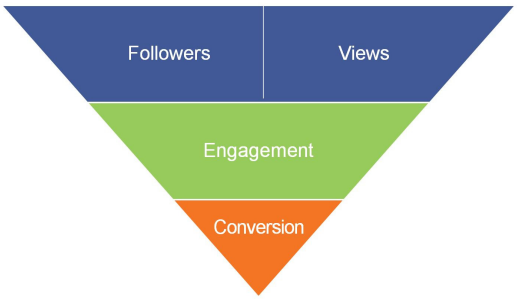
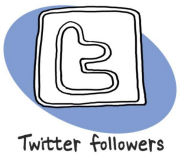
What Types of Things Can You Measure?



Followers



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

What Does It Measure?

Your reach into the world

The increase in people who care what you say

Views

The number of people who look at your resources

YouTube

Video views

bit.ly Shorten, share, and track your links

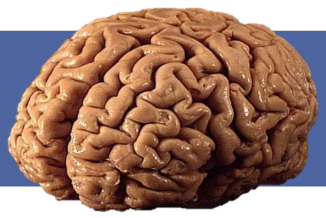
Clicks on a Bit.ly link

facebook

Facebook page views

What Does It Measure?

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



Engagement

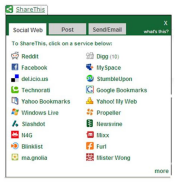
The number of people who comment on, forward or post their own resources

Number of comments

Retweets

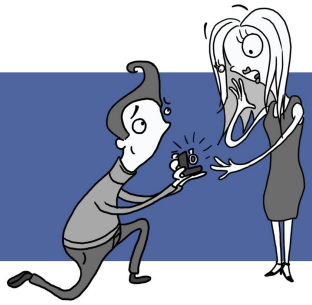
Google Alerts

Online mentions



Forwards

What Does It Measure?



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

Conversion

Are people actually doing things that help your organization?

Buying tickets

Donating

Signing up for classes

Volunteering

What Does It Measure?

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

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)

Thinking Critically About Your Data

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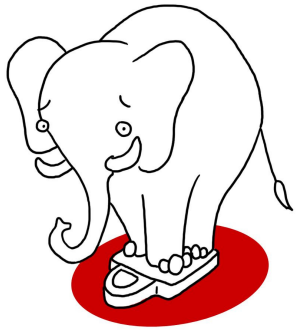
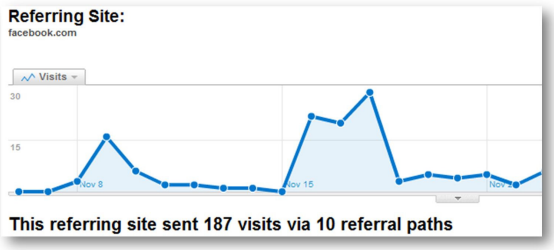
Are You Weighing the Right Things?



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

Some Results are Directly Measurable

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



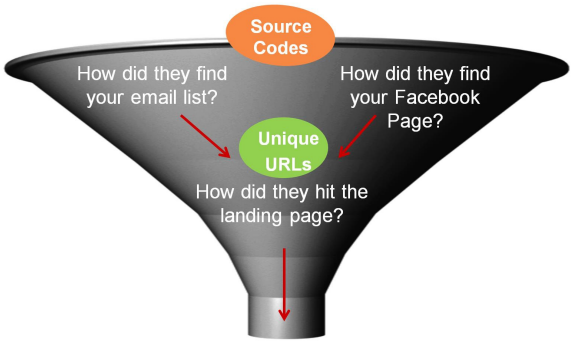
Some Can Only Be Inferred

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

Create Your Conversion Funnel



Quantifying Your Results

Many results can be (eventually, perhaps indirectly) tied to $$$ results

What's the value of a Facebook Fan?

Not everything is measurable in the short term – for instance, brand awareness, or building your reputation…

Are you comfortable with that investment?

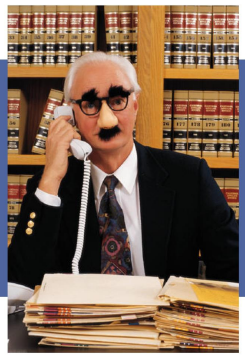
Using Metrics In Conjunction

Comparing metrics to each other can be an essential way to answer complicated questions

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.



Some Tools to Help You Measure

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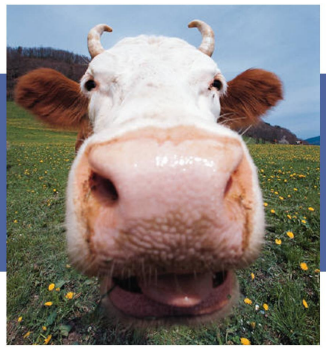
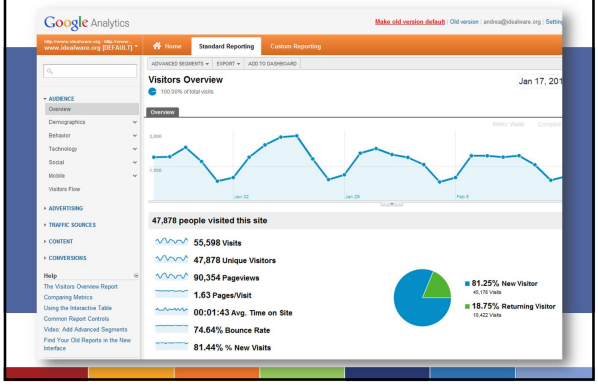
Where to gather the basic information?

The information you need is often right under your nose…



Web Analytics is a Great Place to Start!



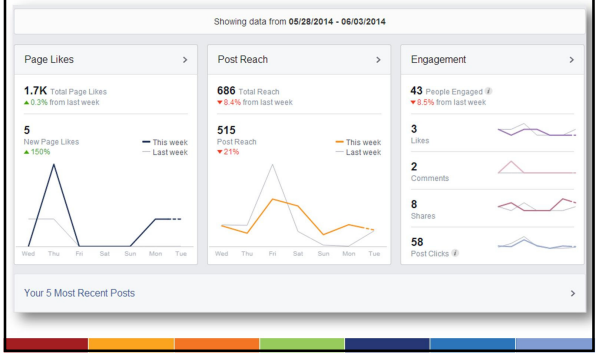
Email Data from Your Broadcast Tool

Emails — Table Key | Printable Version — Show 50 Emails Go

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
11/7/2012	Newsletter Nov 7 - 18	4583	29.9% (1371)	0	0.1% (3)	27.3% (878)	3.3% (29)	0
11/5/2012	News Flash	4589	29.9% (1371)	0	0.1% (6)	39.7% (1276)	2.0% (25)	0
10/31/2012	Newsletter Oct 31 - Nov 11	4590	30.2% (1388)	0	0.0% (2)	32.9% (1052)	4.4% (46)	0.1% (1)
10/24/2012	Newsletter Oct 24 - Nov 4	4585	30.1% (1378)	0	0.2% (9)	32.9% (1054)	6.5% (68)	0
10/17/2012	Newsletter Oct 17 - 28	4581	30.2% (1383)	0	0.1% (4)	34.0% (1087)	4.9% (53)	0
10/10/2012	Newsletter Oct 10 - 21	4578	30.0% (1373)	1	0.1% (4)	32.2% (1031)	3.2% (33)	0
10/3/2012	Newsletter Oct 3 - 14	4561	30.0% (1370)	0	0.0% (1)	34.3% (1096)	5.8% (64)	0.1% (1)
9/26/2012	Newsletter Sept 26 - Oct 7	4554	29.9% (1362)	1	0.1% (4)	34.6% (1105)	3.5% (38)	0
9/19/2012	Newsletter Sept 19 -30	4551	29.9% (1361)	0	0.0% (2)	32.6% (1040)	6.1% (63)	0

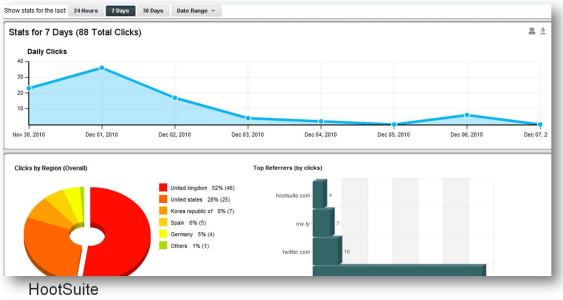
Facebook Insights

See who's looking and interacting with your Facebook page



Measuring Twitter- An Additional Tool

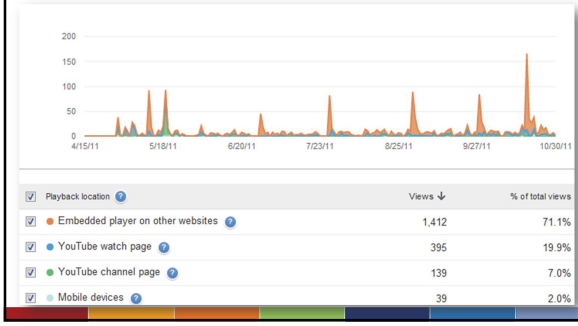
See who's looking & interacting with you on Twitter via a third party tool…



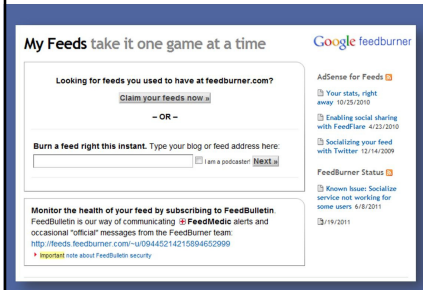
HootSuite

YouTube Analytics

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



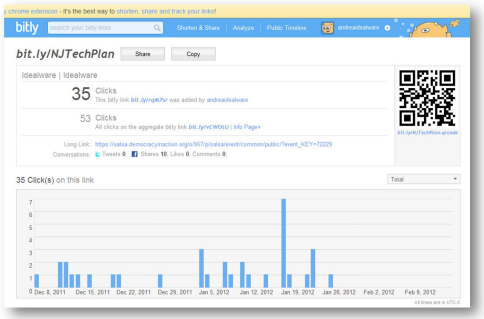
Blog Measurement



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



Diving Into the Details

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

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

Monitoring to Gather Metrics

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

You may need to count!

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

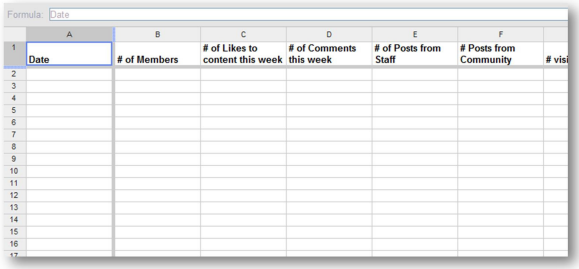
KaBoom!

KaBoom!

Community Post

Gather Your Data on a Regular Basis

And put it into a spreadsheet



Don't forget to actually look at your data!

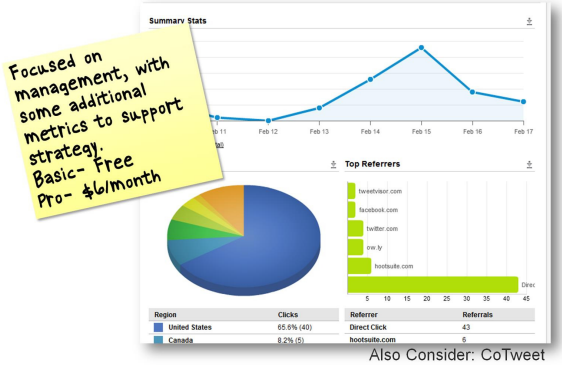
Create Your Measurement Regiment

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

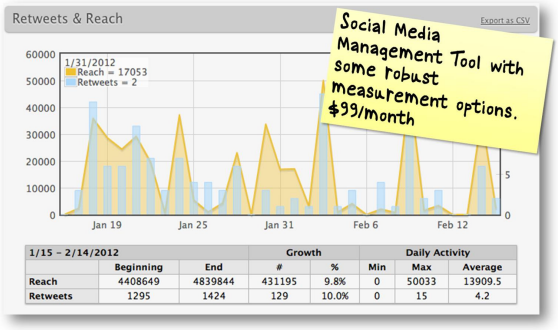
More Advanced Tools

Entry Level: HootSuite



Also Consider: CoTweet

Intermediate: SmallAct's Thrive



1/15 – 2/14/2012			Growth		Daily Activity		
	Beginning	End	#	%	Min	Max	Average
Reach	4408649	4839844	431195	9.8%	0	50033	13909.5
Retweets	1295	1424	129	10.0%	0	15	4.2

Also consider: SproutSocial, Spredfast

Enterprise: Radian6

Also consider: Lithium

Measurement Doesn't Exist in a Vacuum

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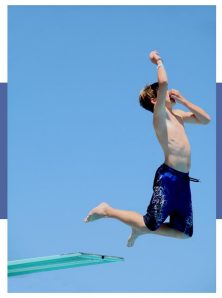
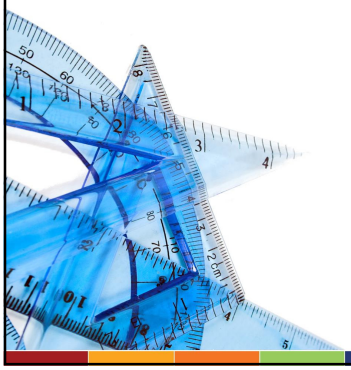
Try Things…

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

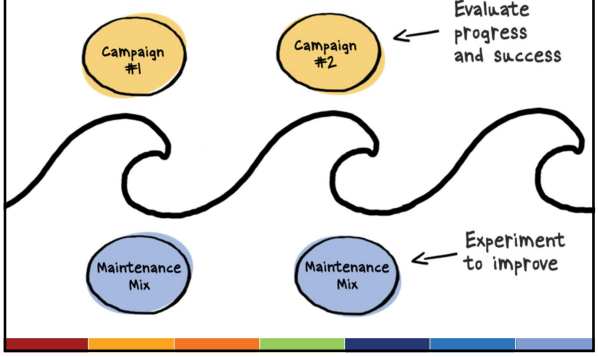


Measure and Refine…



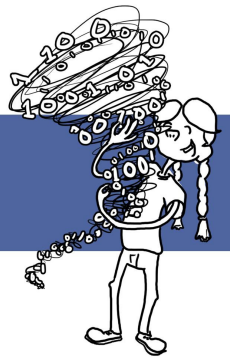
You can't reliably improve unless you track and tweak.

Use Your Conclusions to Improve Practice



Don't Forget…

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



Questions?