

Sales =
A + x1PR
+ x2PoP

The Nuts & Bolts of Social Media Measurement

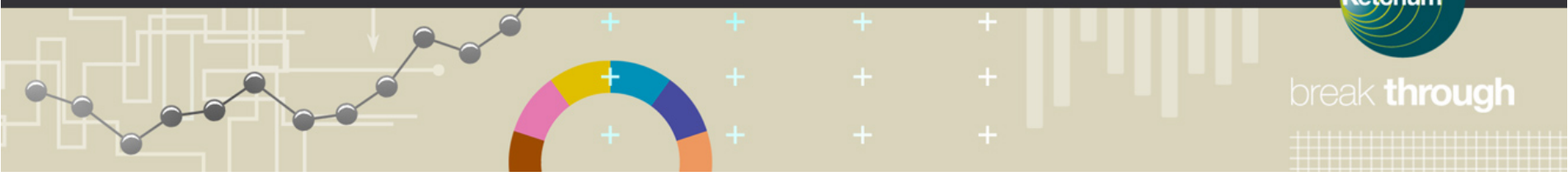


PRNews' Social Media Measurement Conference
New York, NY

October 2, 2012



break through





Social Media Measurement Philosophy

- Every social media program worth doing is worth measuring
- Goal setting and measurable objectives just as important in social media
- Focus on engagement and impact rather than audience size (eyeballs)
 - Focus on the impact of social media rather than vanity metrics
- Quantitative and qualitative analysis of social data is important
- Integrated measurement approaches are essential
- ROI models are crucial to getting budgets approved



Five Step Measurement Process

1. Set measurement objectives aligned with business objectives/outcomes
2. Define the key metrics and KPIs necessary to assess and measure performance. Set targets for goals.
3. Define the optimum research approach to acquire the data necessary for measurement
4. Gather and analyze data. Evaluate performance against stated objectives.
5. Regularly report results on a dashboard that contains the most important metrics.



Social Media Business Impact

Customer
Service &
Support

Marketing

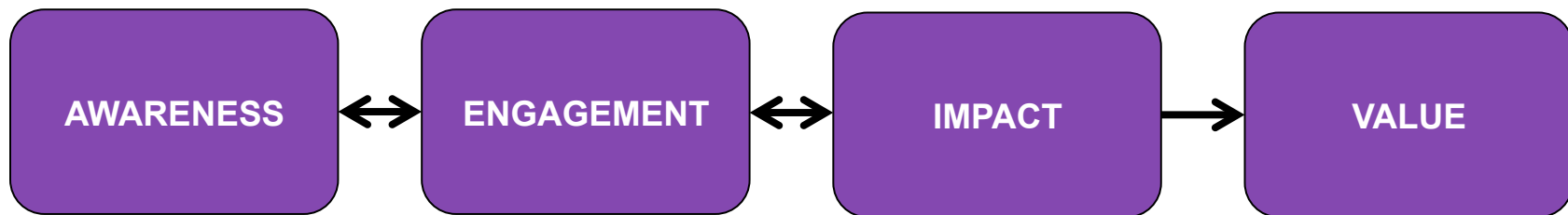
Talent
Acquisition
& Retention

Reputation

Public
Relations

Research &
Listening

A New Model for Social Media Measurement



- Pre-purchase
- Post-purchase
- Attitudes
- Actions
- Advocacy



Social Media Metrics

**Program
Objectives**

Specific metrics directly tied to program or campaign objectives.

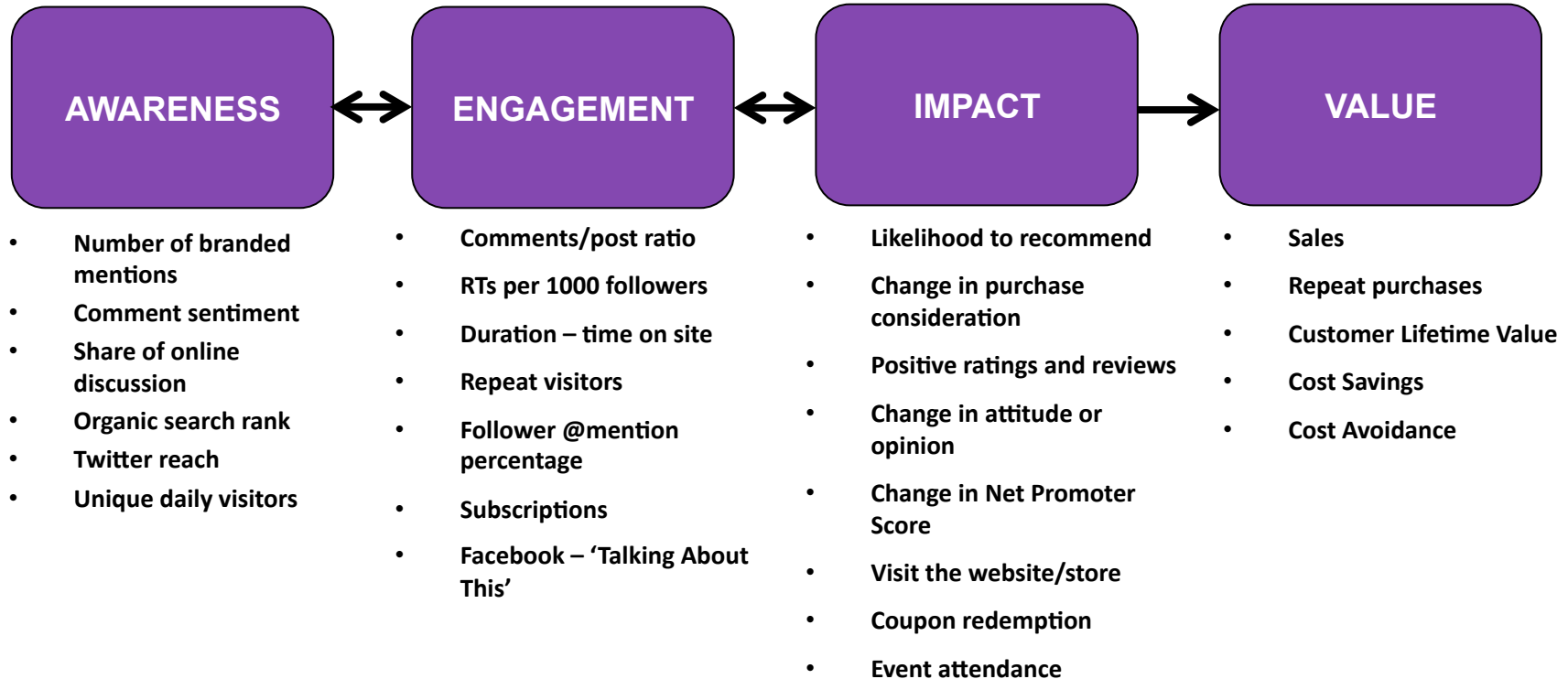
**Business
Outcomes**

Metrics designed to measure the business impact of the campaign, program or initiative

**Channel-
Specific**

Metrics that are unique to specific social channels – tweets, RTs, ‘Talking About This’

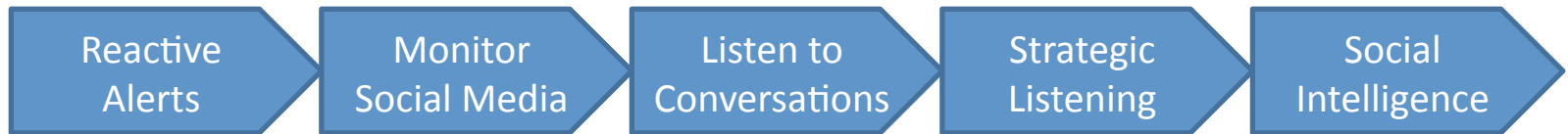
Measurement Model with Metrics





Social Media Tools & Insights

Social Media Listening Maturity Model



SCOPE	<p>Google Alerts</p> <p>Periodic check-ins on social channels</p>	<p>Monitor 'owned' social embassies,</p> <p>Monitor social for 'bad' news</p>	<p>Listen to brand conversations</p> <p>Follow competitors & industry trends</p>	<p>Listen and engage with a purpose</p> <p>Enterprise listening strategy</p>	<p>Insights to inform or recalibrate marketing or business strategy</p>
STANCE					
DATA					
ORIENTED					
TOOLS	<p>FREE TOOLS</p> <p>Netvibes, Google Alerts, Twitter search, Technorati, Social Mention, HootSuite</p>		<p>PAID TOOLS</p> <p>Radian6, Sysomos, Visible Technologies, SocialEyez, Synthesio, Alterian</p>		<p>MULTIPLE TOOLS</p> <p>Crimson Hexagon, Google Analytics, Salesforce, Google Adwords, Compete, Dunnhumby</p>

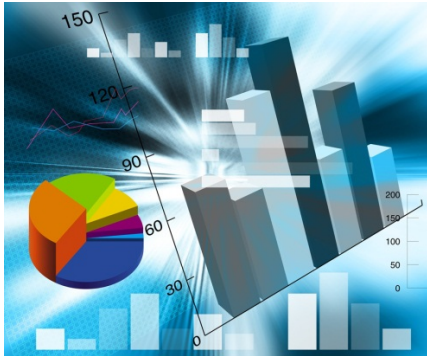
Getting to Insights

Goal: Provide information and context to inform strategic decisions

- **Insight Best Practices:**

- Start analysis with a hypothesis
- Used normative data to compare to past performance and/or industry averages
- Used comparative data to provide context around similar events/situations/opportunities
- Analyze both post (what is said) and source (who is saying it) social media data
- Integrated analysis (social, search, analytics, customer data...) provides a richer target environment for insights





Social Media Standardization

A Brief History of Events Leading up to Dublin

- **2010** - Barcelona Principles: Good measurement practices; death knell for AVEs
- **2011** – Lisbon: Set the agenda for Measurement 2020
- **2012** – Dublin: Social media measurement

1. Importance of Goal Setting and Measurement
2. Measuring the Effect on Outcomes is Preferred to Measuring Outputs
3. The Effect on Business Results Can and Should Be Measured Where Possible
4. Media Measurement Requires Quantity and Quality
5. Social Media Can and Should be Measured
6. AVEs are not the Value of Public Relations
7. Transparency and Replicability are Paramount to Sound Measurement



1. How to measure the return on investment (ROI) of public relations (89%)
2. Create and adopt global standards for social media measurement (83%)
3. Measurement of PR campaigns and programmes needs to become an intrinsic part of the PR toolkit (73%)
4. Institute a client education program such that clients insist on measurement of outputs, outcomes and business results from PR programs (61%)




Three Steps from Dublin

- Launch of an updated Valid Metrics Framework for social media
- Approved Transparency Table
- Central repository announced for definitions and terms in social media measurement

More information available here:

<http://amecorg.com/2012/06/dublin-summit-takes-key-social-media-measurement-steps/>



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Thank You!

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