

# MEASURING USER ENGAGEMENT IN SOCIAL MEDIA

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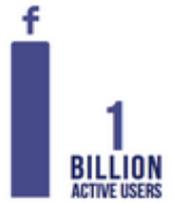
@MDISTASO



#prmeasure

You are competing for...

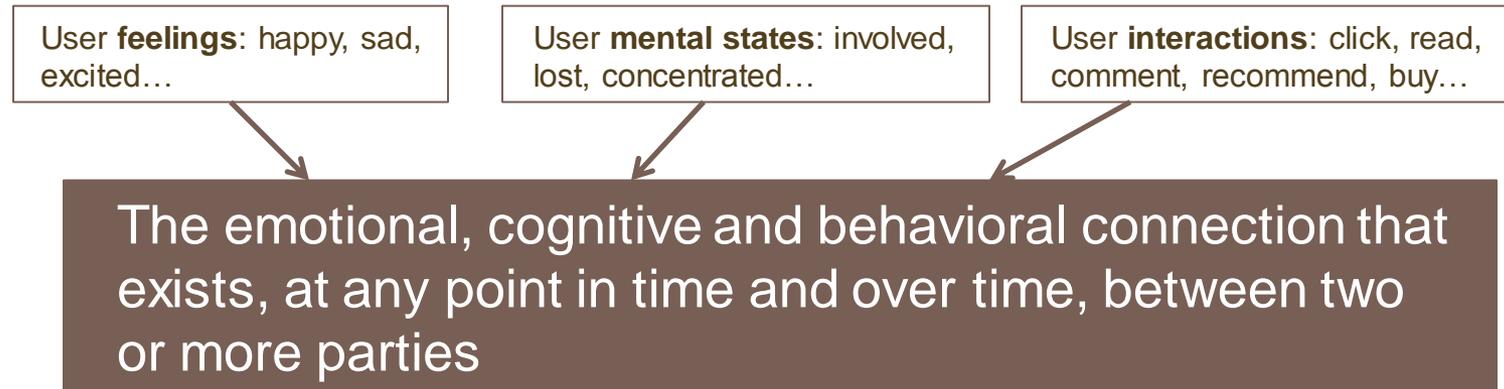
# ATTENTION AND RELEVANCE



Leverage 12/2013

# WHAT IS ENGAGEMENT?

## “Real Interactions”



When someone engages *with you*

# THE BASICS



- Know **where** people are talking
- Determine **what** people are saying
- Identify **when** people are talking
- Know **why** people are talking
- Recognize **who** is talking

A photograph of a paved road curving through a forest. The road is dark grey and curves from the left towards the right. On the left side of the road, there is a grassy area with several trees, including a large, dark-trunked tree in the foreground. The background is filled with more trees, some with green leaves and others with brown, suggesting a mix of deciduous and evergreen species. The lighting is soft, and the overall scene is a natural, wooded setting.

**What drives  
your work?**

#prmeasure

@mdistaso

# FOCUS ON MOST RELEVANT





# Engagement =

Likes, Comments & Shares

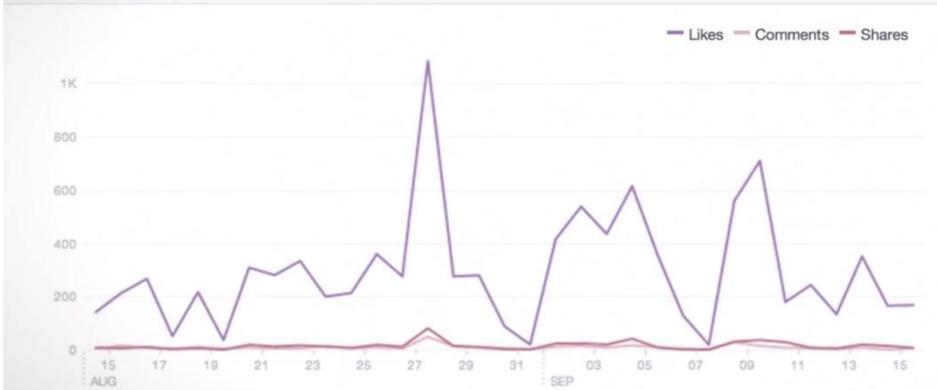
Plus so much more.....

# ENGAGEMENT ON FACEBOOK



## Likes, Comments, and Shares

These actions will help you reach more people.



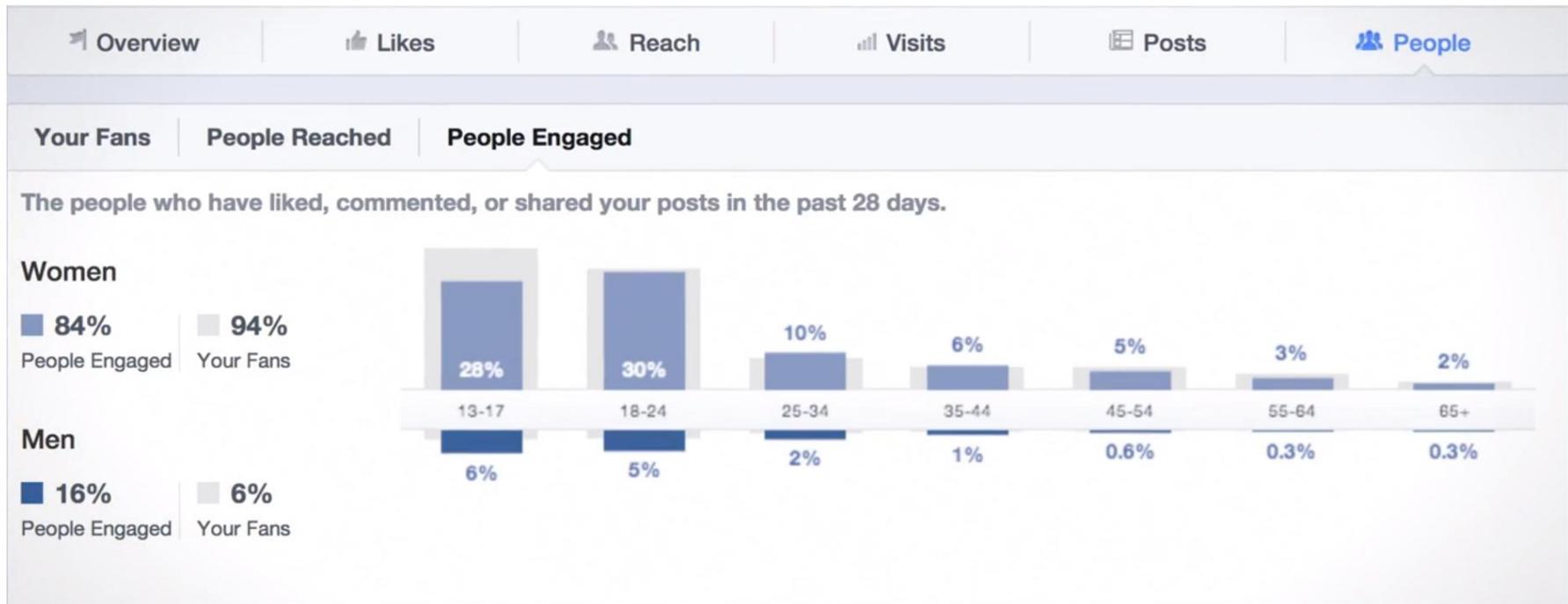
Facebook Insights

## Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



# KNOW WHO IS ENGAGING



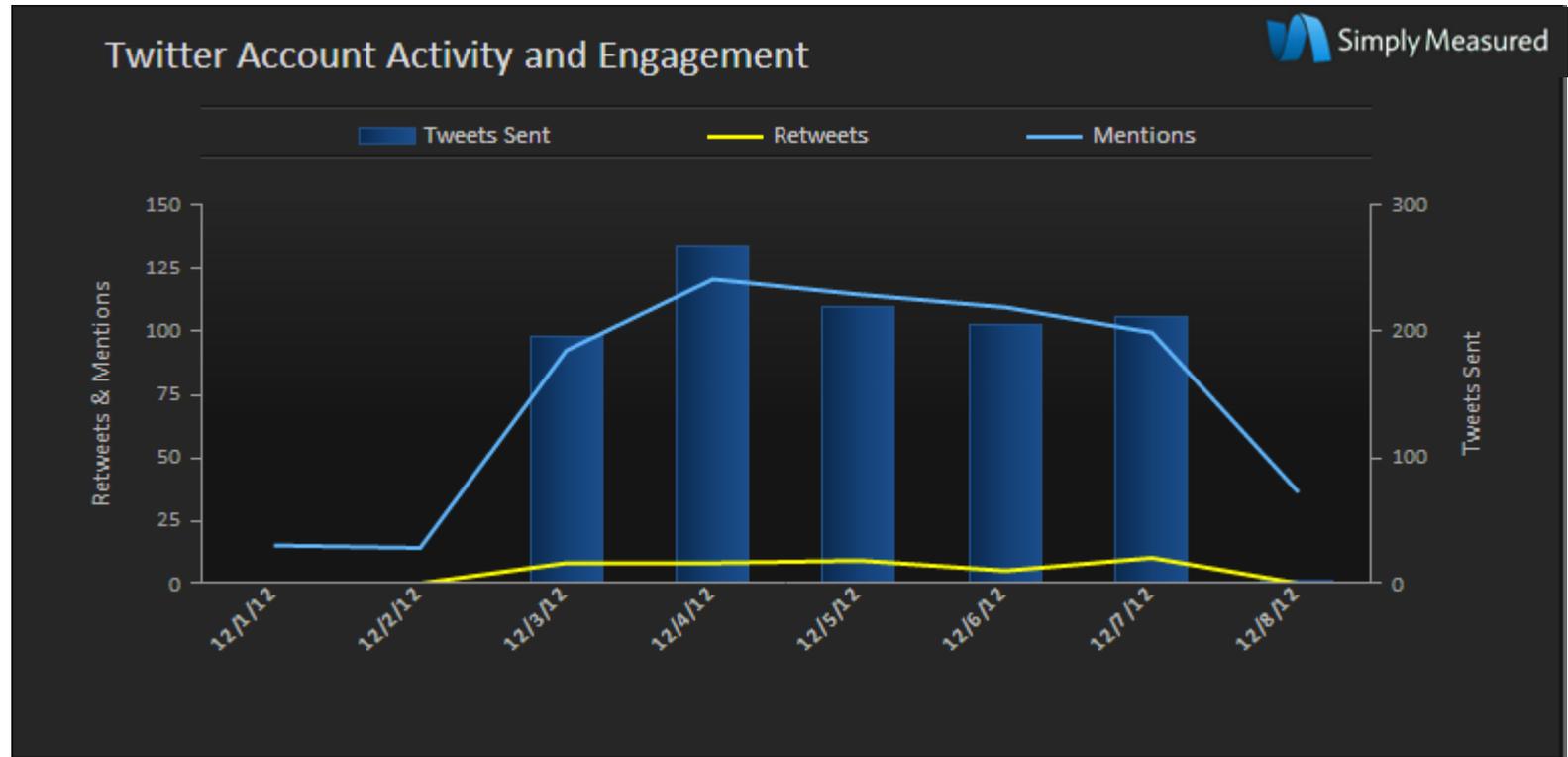


# Engagement =

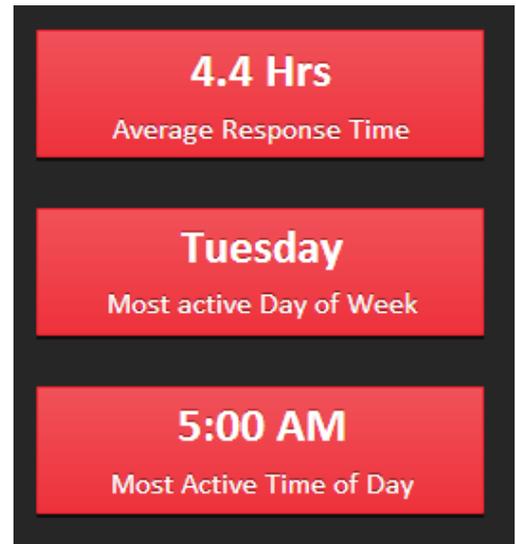
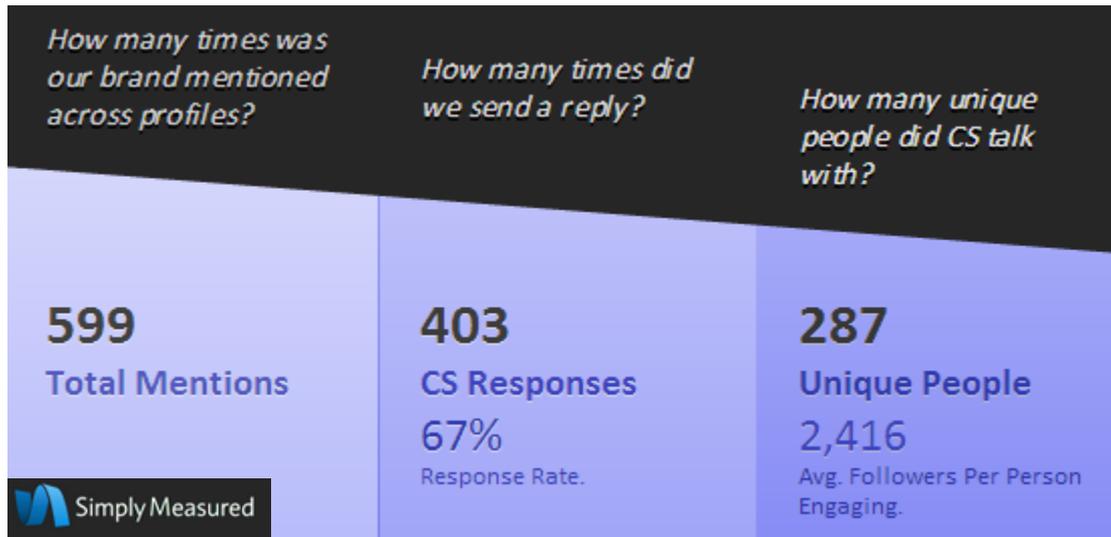
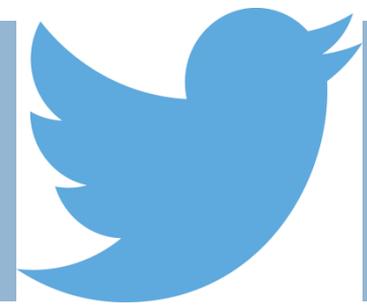
@Replies, Retweets, Mentions & Favorites

Plus so much more.....

# ENGAGEMENT IN TWITTER



# RESPONSE TIME

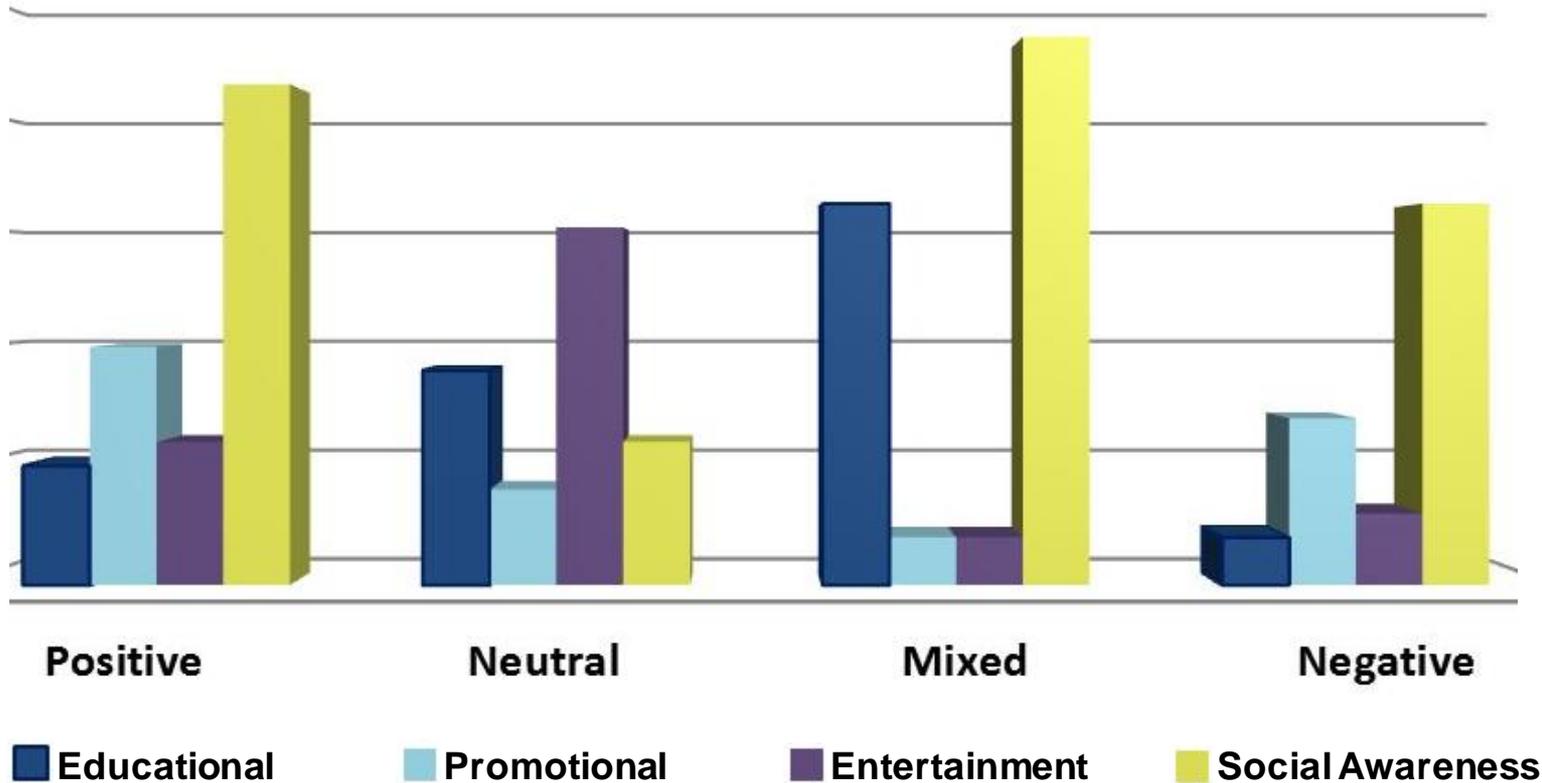


Then, take it to  
the next level...

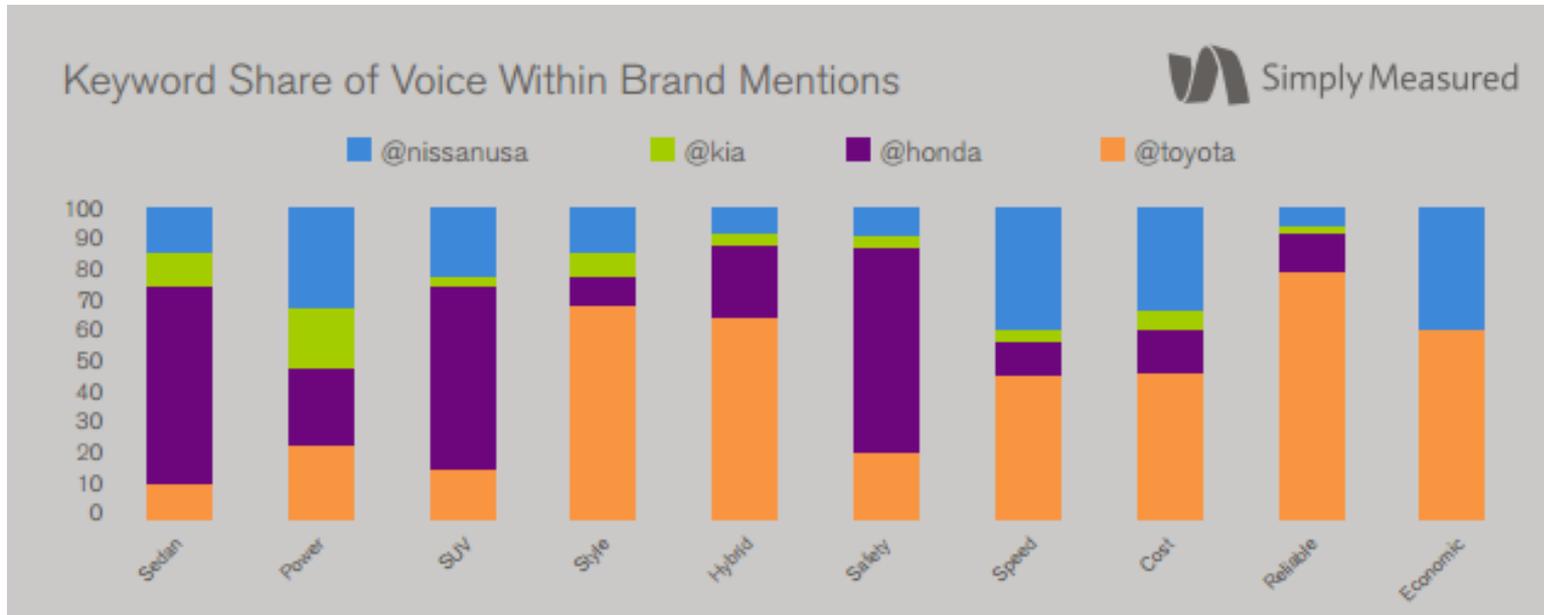
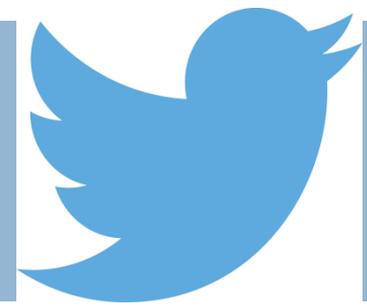
# ENGAGEMENT RATES



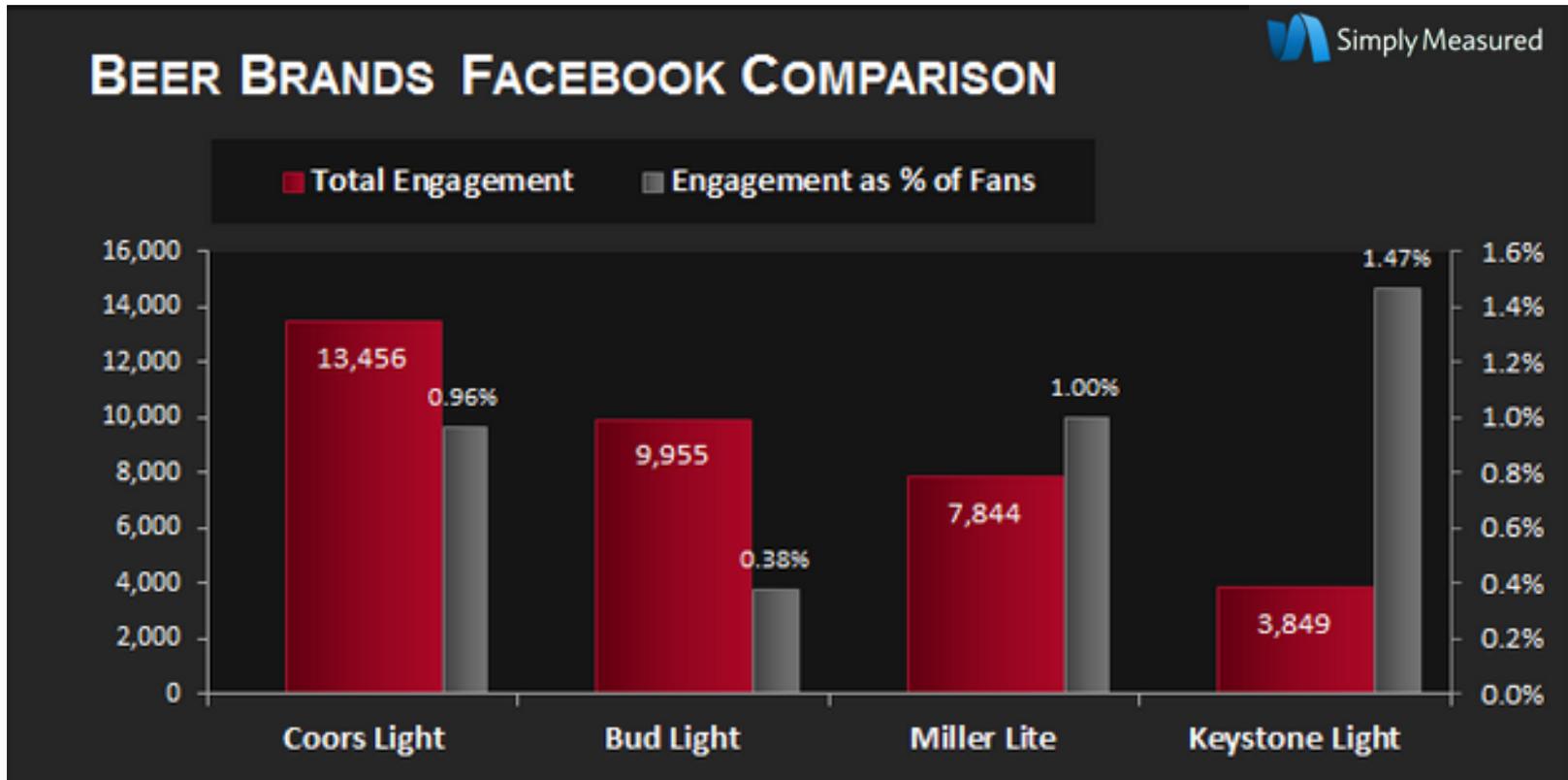
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Date	Post	Type	Reach	#likes	#Shares	#Comments	#Pos. Comments	#Neg. Comments	#Combo Comments	# Neutral Comments	#Hide	#Report Spam	#Unlikes	
2															
3															



# SHARE OF VOICE



# MARKET INSIGHTS



# DOES IT HAVE IMPACT & VALUE?

- Did it drive results?
  - Opinions
  - Attitudes
  - Beliefs
  - Behavior



# ACTIVE VS. PASSIVE ENGAGEMENT

## 2 Types of Social Media Users

- Engagers
- Watchers

Engagement can = Success, but  
Silence doesn't necessarily = Disaster

# THINGS TO REMEMBER

- Don't just simply track engagement – analyze it.
- No need to measure everything, so stick to your goals and objectives.
- Connect what is going on around you to its influence on your engagement figures.
- Quality beats quantity for almost everything.