

#prnbig3

Must-Have Social Tools for Your PR Toolbox

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Ketchum Global Research & Analytics

Selecting The Right Tools

How to determine which listening and measurement tools are right for your goals



How to determine which listening and measurement tools are right for your goals

Your tool needs should always tie back to your goals.



Goal



Need



Tool

Plan: Goal Requirements Planning Guide

Ask Questions to Set Your Goals

Connect to Your Communications Goals

Who

What

How
Much

By
When

Don't focus on
what tool to buy,
but what the tool is
for.

Plan: Goal Requirements Planning Guide

Tool Specific Questions to Ask

Are you looking to integrate multiple data types?

Which (if any) competitors do you want to monitor?

Who needs to use the platform?

How experienced will users of the tool be in social media analytics?

Which channels are you using?

Are you focusing on owned-properties or consumer insights?

What languages and countries are you working with?

Do you plan to engage with consumers using the tool?

What types of reports are necessary?



Plan – Identifying What Types of Tools You Need

Social Listening Tools

Keyword-based tracking
Public Twitter & Facebook Posts, expanded capabilities vary.

Sysomos
Radian6
Crimson Hexagon
Tracx
Alterian SM2
ViralHeat
*HootSuite**

Insights from consumer conversations

Engagement Tools

Scheduling Posts, Content Output
Owned Twitter, Pinterest and Facebook pages

HootSuite
TweetDeck
Buffer
*ViralHeat**
*Radian6**
*Sysomos**

Optimize and manage daily social media posting

Brand Page Tools

Business level
Owned & Competitor Twitter, Pinterest and Facebook Pages

Social Bakers
Unmetric
Curalate
Piquora
FollowerWonk

Measure and research owned and competitor performance

**tools dabble in other categories*



Steps 1,2 & 3 –Case Study 2013

Client: Fortune 100 B2B Client

Goal: Listen to existing consumer conversations about key topics to inform communications strategy and respond to issues.



Must-Have Capabilities:

- ✓ Listening must cover 11 Languages, 13 Regions.
- ✓ Tool must be able to zero-in on specific conversations on popular topics.
- ✓ Tool must have an automatic translation feature.
- ✓ Must be easy-to-learn for over 100 communications directors world-wide.
- ✓ Must have DIY reporting capabilities
- ✓ Must have advanced automated alert functionality



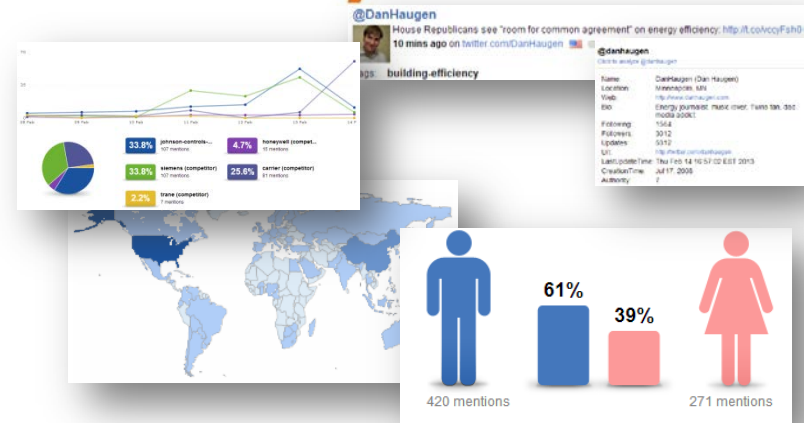
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Social Influencers

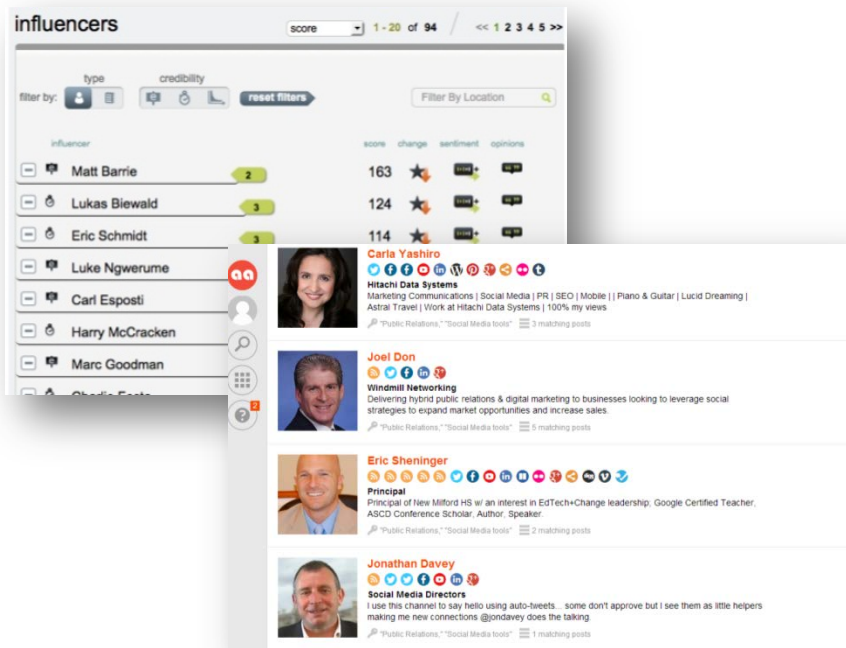
How to use social activation platforms to engage social influencers in niche audiences



How to use social activation platforms to engage social influencers in niche audiences

Social Influence Metrics Should be a Starting Point, Not a Finish Line

Social Influencer metrics and methodologies vary across tools – *but they all use metrics.*



Software can guess who are the most influential individuals are, but it **takes a subjective eye to truly identify them.**



How to use social activation platforms to engage social influencers in niche audiences

Examples of Different Approaches



Twitter Only



- ✓ Bio-Search (Twitter)
- ✓ Most Followed Followers
- ✓ Details on Follower Activity

Total Digital Presence



- ✓ Relevant Topic Results
- ✓ Cross-Channel Presence
- ✓ Details on Complete Digital Presence



Digital & Traditional Presence



- ✓ Relevant Topic Results
- ✓ Cross-Channel Presence
- ✓ Opinion-Based Mentions



Pinterest Only



- ✓ Most Followed Pinners
- ✓ Analyze Competitor Board Pinners
- ✓ Engage with Influencers



How to use social activation platforms to engage social influencers in niche audiences

HINT: There are ways outside of influencer-specific tools to find the most popular individuals

Social Listening Tools

Keyword-based tracking
Provide the most popular individuals who post about a particular subject

Examples:

sysomos

unmetric

Brand Page Tools

Business level
Provide most popular individuals who post on owned & competitor Twitter, Pinterest and Facebook Pages

Potential Influencers around specific topics and conversations

These capabilities are typically included in these tools' services

Potential Influencers engaging with or following your brand or competitors



How to use social activation platforms to engage social influencers in niche audiences

Tools have more than one approach (See: Multi-Tool Approach)



Identify potential digital influencers

Carla Yashiro
Hitachi Data Systems
Marketing Communications | Social Media | PR | SEO | Mobile | Piano & Guitar | Lucid Dreaming |
Astral Travel | Work at Hitachi Data Systems | 100% my views
Public Relations, Social Media tools, 3 matching posts

Joel Don
Windmill Networking
Delivering hybrid public relations & digital marketing to businesses looking to leverage social strategies to expand market opportunities and increase sales.
Public Relations, Social Media tools, 3 matching posts

Eric Sheninger
Principal of New Milford HS w/ an interest in EdTech+Change leadership. Google Certified Teacher, ASCD Conference Scholar, Author, Speaker.
Public Relations, Social Media tools, 5 matching posts

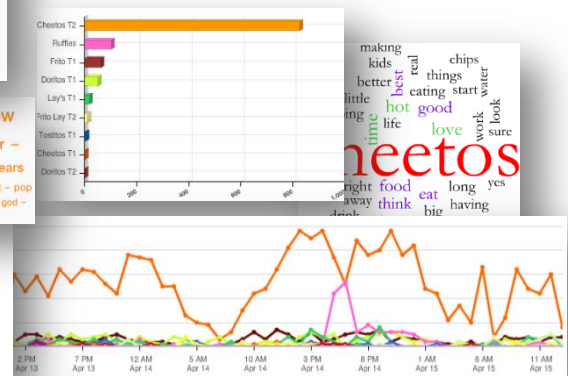
Jonathan Davey
Social Media Directors
I use this channel to say hello using auto-tweets... some don't approve but I see them as little helpers making me new connections @jonrdavey does the talking.
Public Relations, Social Media tools, 1 matching posts



Analyze follower activity levels, who else they follow



Export followers, input into social listening tool, and analyze how often they discuss key topics



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Final Thoughts

Social Media Tools are just that – tools

They won't do the work for you, so you need to be able to use them. Use tools to answer questions based on your goals

Don't be afraid to have more than one tool in your toolbox

Tools all have different functions, and can at times be used to complement each other to provide you more cohesive social media information

Social Media is still subjective

It's important to be data-informed, but an understanding of a tool's methodology is crucial to add context around the information or functionality it provides

