Measuring User Engagement in Social Media

Sebastien Duchamp

Director, Digital Communications & Media Relations

@sebduchamp

Imagination at work.

Setting the Stage – About GE

- 307,000 employees
- $146 billion in revenues
- 170 countries
- Ten businesses:
  - Appliances
  - Aviation
  - Capital
  - Energy Management
  - GE Global Research
  - Healthcare
  - Lighting
  - Oil & Gas
  - Power & Water
  - Transportation

How We Manage GE's Reputation by Listening

In an always-on world,
we are the eyes and ears of GE.

To protect the brand, we must understand stakeholder perception and concerns.

- Not just noise, listening keeps us informed on our visibility and helps shape proactive communications strategy
- With a robust social marketing presence comes a responsibility to engage on issues
- Long term outlooks and trends + day-to-day interaction and tracking

GE Snapshot – Reporting Cadence

- Semi-annual polling of key stakeholders on key metrics
- Quarterly trends on media and social share of voice and sentiment
- Weekly outlook on top stories & content that's breaking through
- Daily social listening on trending topics
- Real time community management

Social Media Engagement Metrics

Taking a comprehensive snapshot

- Consistently use one analytics tool across your company

– Beyond 'retweets' and 'favorites' – measure:
  - Volume of shares and replies
  - Total potential primary and secondary reach
  - Key influencers based on activity and following
  - Sentiment – positive, negative & neutral tone
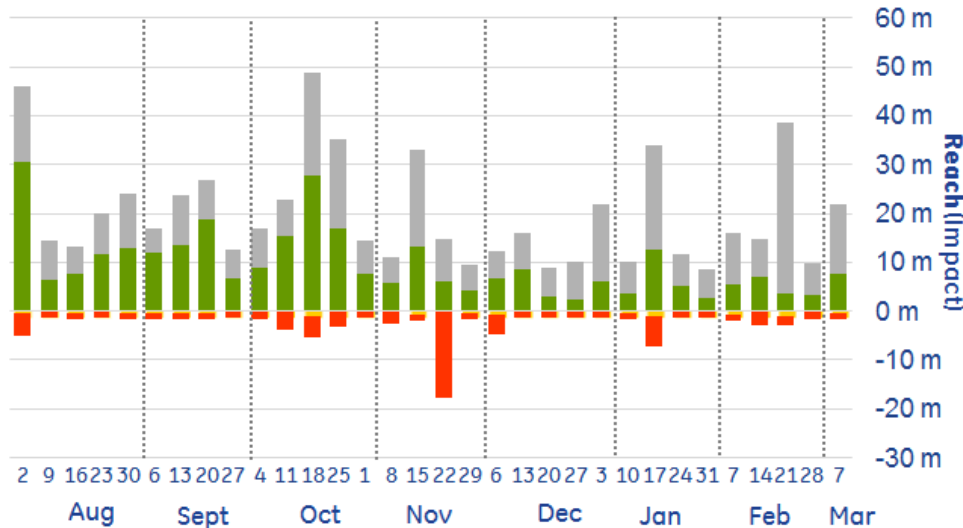 - Trends over time – peaks and troughs for all of the above

Without consistency and context, numbers – no matter how large – are meaningless

Real-Time Listening Informs PR Strategy

Volume and Tone Trend

Key Metrics

1.1mm Traditional Reach*

505 Social Media Mentions[1]
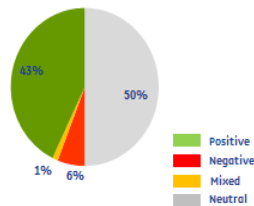
93% Pos/Neutral Tone

*Reach – Likely readers from top headlines
**Total daily average for mentions of GE is 1,500

Volume and Tone in Traditional Media (non social media)

Key Headlines

- GE CEO sees signs U.S. economy improving, says Europe stabilized *Reuters*
- In Annual Letter, G.E. Chief Extols Simplification *dealbook.nytimes.com*
- 11 Great Insights From General Electric Company's Shareholder Letter *Motley Fool*
- GE: CEO praises the focus in the industry *lefigaro.fr*
- Toward 2016: GE Boss Makes Five Predictions *WSJ*

Tone

- Positive (43%)
- Negative (1%)
- Mixed (6%)
- Neutral (50%)

- Both social and traditional media listening – reported side-by-side – helps shape proactive strategy:

- Trends over time signal successful campaigns and greatest risks

- In addition to real time engagement on social, be willing to shift approach to owned, earned, paid and social content
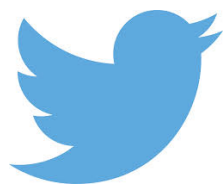
Next Frontier: The Nexus of Paid, Owned and Social

Communicators and marketers share a common remit

- Native advertising requires collaboration across MarComms

- Not only for marketing, hyper-targeted paid amplification ensures digital content reaches its audience

- A 'land grab' to *own* owned media and brand journalism

- Marketing, PR, Commercial: Who owns Search? SEO and Paid/ AdWords?

6,141 page views
4,905 unique visitors
2:40 avg time on site

GE reports @GE_Reports · Jan 17
$GE now has revenues of $1B+ in 23 countries, up from 17 just last year
invent.ge/1fCg3yz pic.twitter.com/Jvv3keOKXx

GE'S GROWING GLOBAL FOOTPRINT
FOR THE FIRST TIME, REVENUES TOP $1 BILLION IN 23 COUNTRIES

Google   GE stock

Web   News   Shopping   Videos   Images

About 195,000,000 results (0.35 seconds)

GE Revenues Top $1B in 24 Countries

www.gereports.com

GE's record-high backlog near $230B

www.ge.com/investors

Promoted

RETWEETS   FAVORITES
49   22

7:28 AM - 17 Jan 2014 · Details

Collapse   Reply   Delete   Favorite   More   HootSuite

Thank you.