

MEASURING USER ENGAGEMENT IN SOCIAL MEDIA

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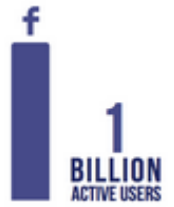
@MDISTASO



#prmeasure

You are competing for...

ATTENTION AND RELEVANCE



Leverage 12/2013

Only about 17% of companies are truly **strategic** in their execution of social media.

How about you?

Social media engagement is
NOT a strategy!

CONSIDER APPLE



f Apple Inc. Marcia Home 5    



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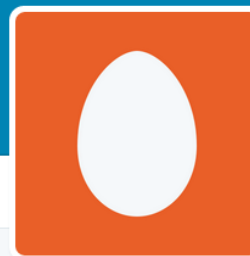
Apple Inc. is an American multinational corporation headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, online services, and personal computers. Its best-known hardware products are the Mac line of computers, the iPod media player, the iPhone smartphone, an...

 Partly Cloudy 71°F

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FOLLOWERS
31.3K

@apple
@Apple

 Joined September 2011

 Tweet to @apple

A paved road curves through a forest with green trees. The road is dark grey and curves from the left towards the right. The trees are tall and thin, with green foliage. The ground on the left side of the road is grassy and green.

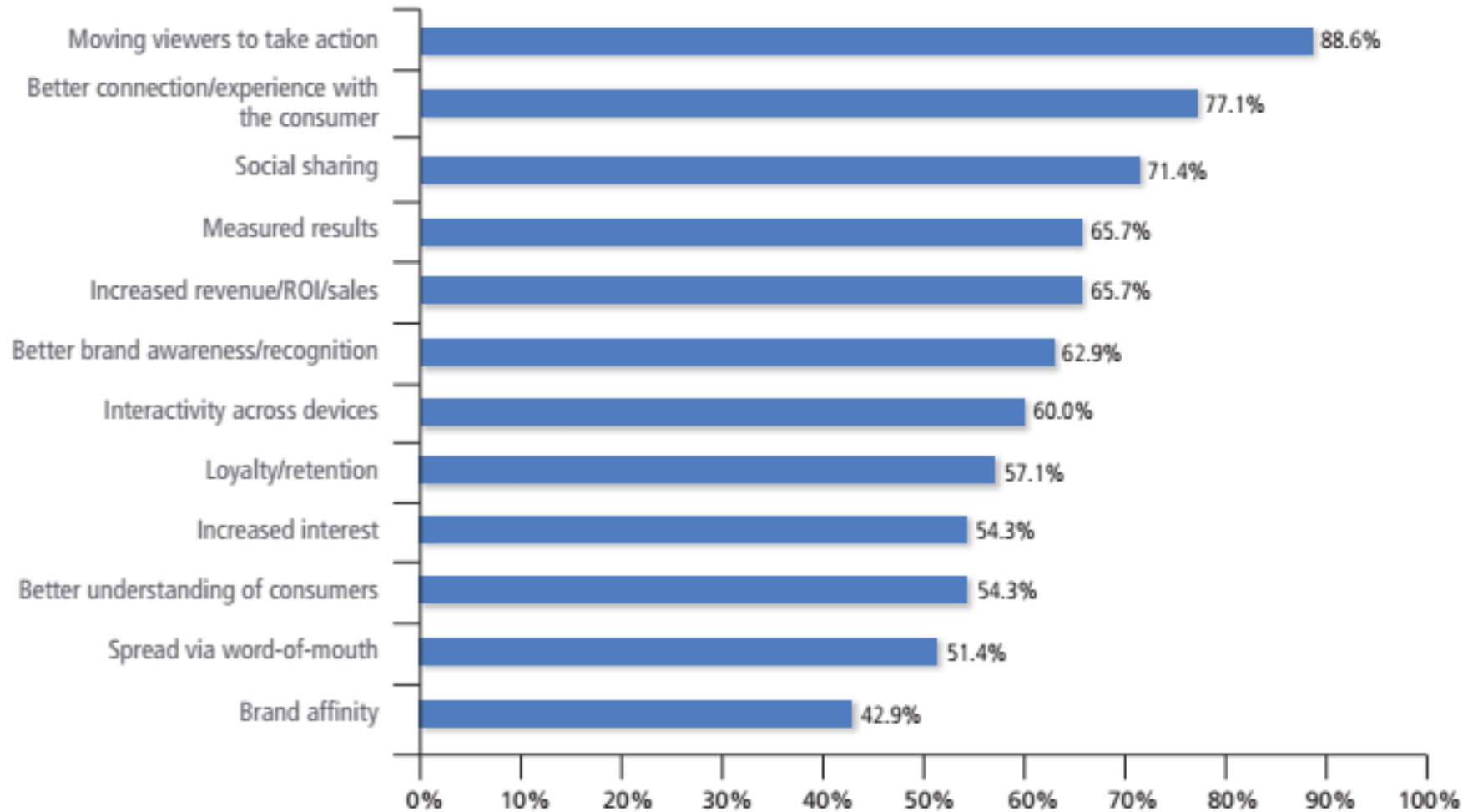
**What drives
your work?**

#prmeasure

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WHAT ENGAGEMENT MEANS TO EXECUTIVES

What does engagement mean to you?



Based on executive respondents from Active companies that quantify engagement, n=35

Ad Age Google Brand Engagement in the Participation Age 2/2014

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STRATEGY REQUIRES OBJECTIVES

Business Objectives
Campaign Objectives
Channel Objectives

Earned Objectives
Owned Objectives
Paid Objectives



Specific
Measurable
Achievable
Realistic
Time specific

EXAMPLES

Business Objectives

- Increase sales
- Increase leads
- Increase volunteers

Campaign Objectives

- Change in attitude
- Increase in engagement
- Increase position as thought leader

Channel Objectives

- Change in sentiment
- Increase in engagement
- Increase in share of voice

Owned Media

- Increase in sales
- Increase in return visits and time spent on page
- Increase in requests for information or downloads

Earned Media

- Increase in mentions
- Increase in click-throughs
- Increase in downloads

Paid Media

- Decrease in cost per impression
- Increase in downloads
- Increase in contest entries/participants



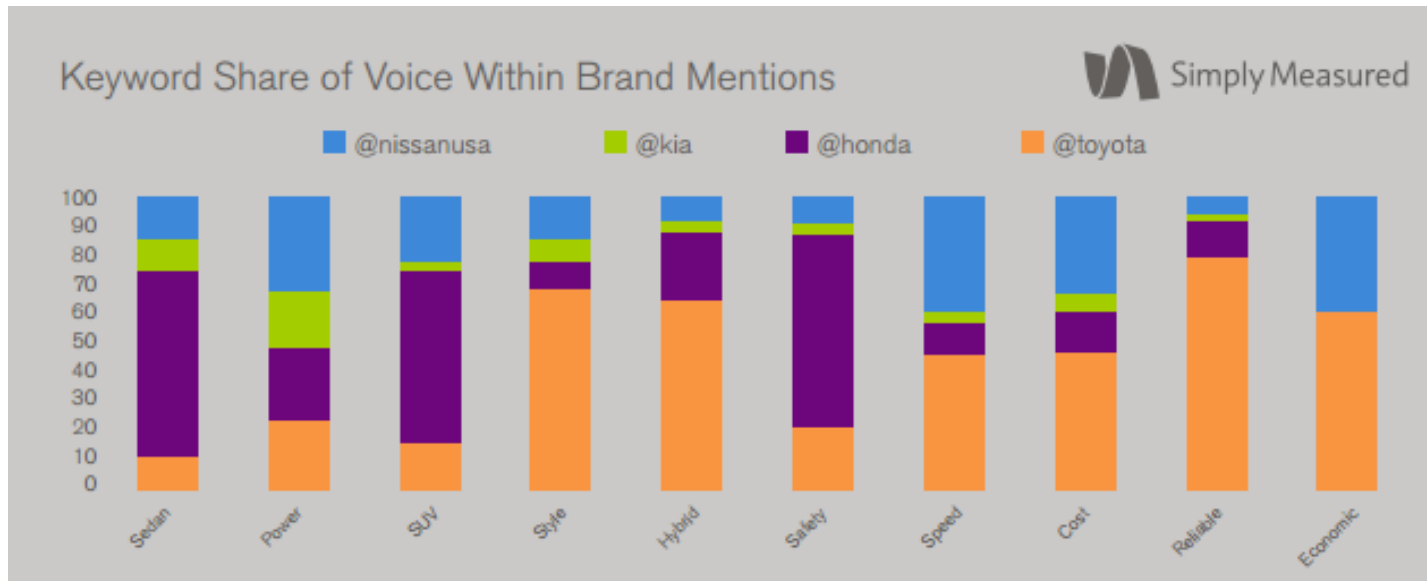
Now we know
what we want,
how do we do it?

INCREASE SALES (BUSINESS OBJECTIVE)

- Hashtage use #holidaysale
- Announce a flash sale
- Offer coupons
- In-tweet purchases
- Use Google Analytics

INCREASE POSITION AS THOUGHT LEADER (CAMPAIGN OBJECTIVE)

- Mentions
- Click-throughs
- Downloads
- Share of voice



FACEBOOK ANALYSIS (CHANNEL OBJECTIVE)

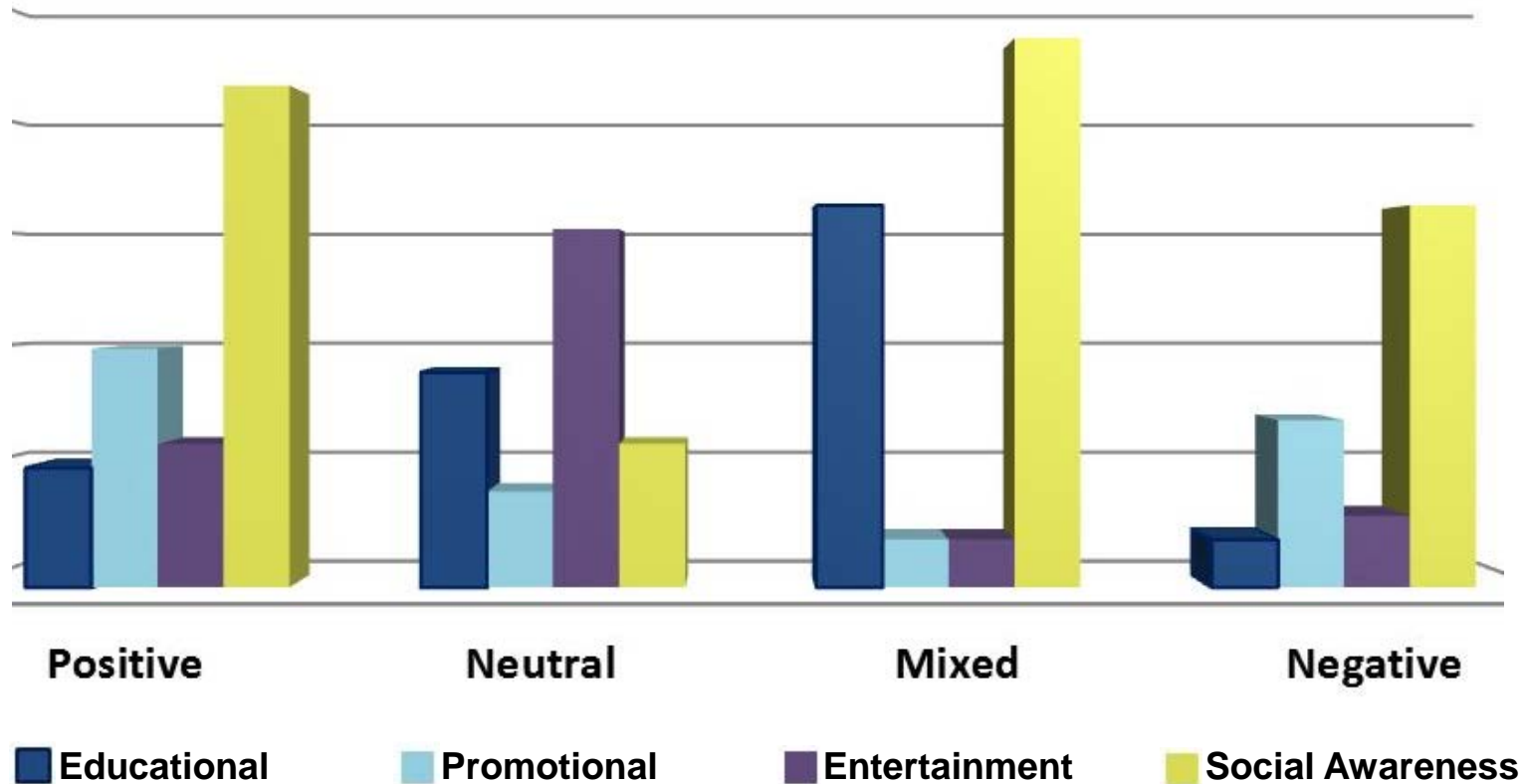
- Dashboards
- Facebook Insights

- DIG DEEPER

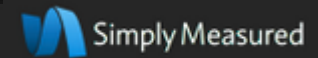
ENGAGEMENT SENTIMENT



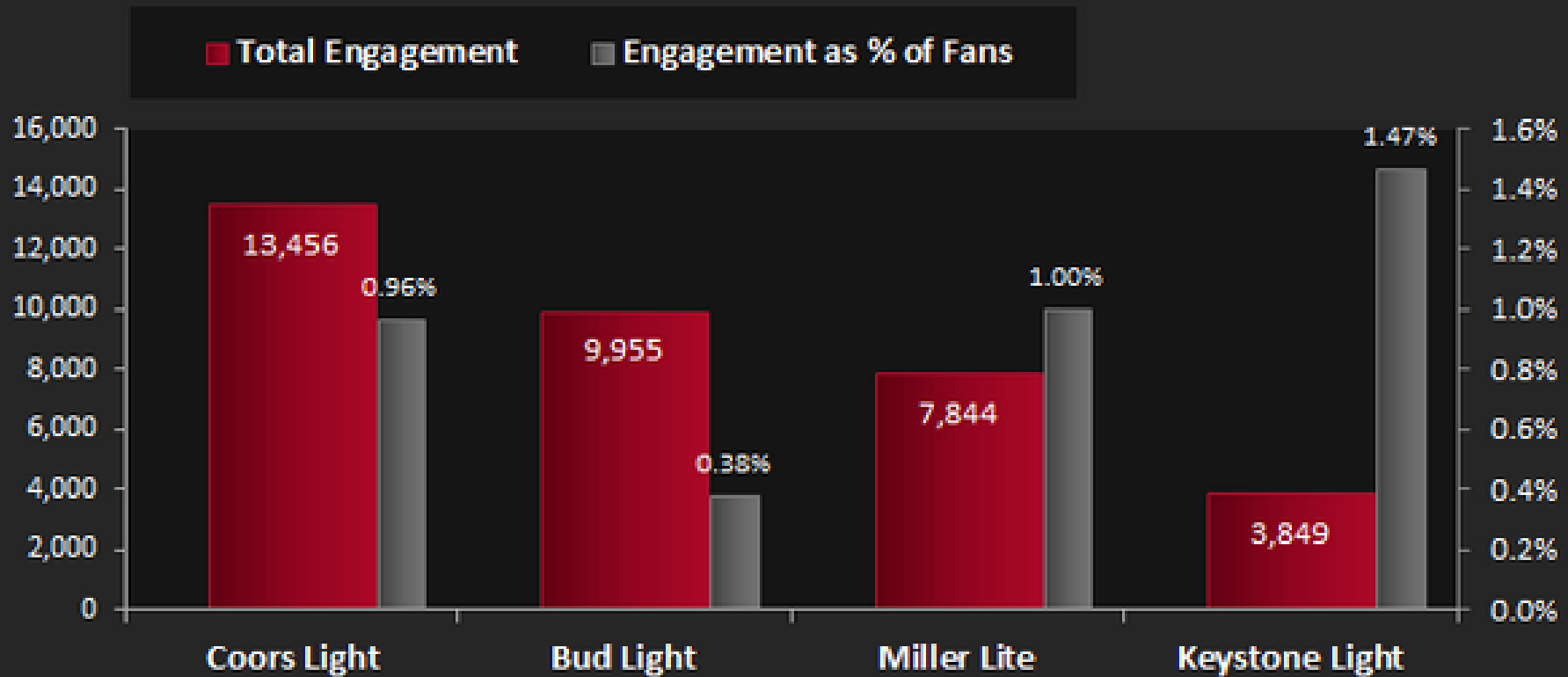
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Date	Post	Type	Reach	#likes	#Shares	#Comments	#Pos. Comments	#Neg. Comments	#Combo Comments	# Neutral Comments	#Hide	#Report Spam	#Unlikes	
2															
3															



MARKET INSIGHTS



BEER BRANDS FACEBOOK COMPARISON





TWITTER ANALYSIS (CHANNEL OBJECTIVE)

- Dashboards
- Twitter Analytics

Your Tweets earned **15.9K impressions** over this **28 day** period



	Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 Marcia DiStaso @mdistaso · 11h There is still time to register for 11/20 @PRNews Measurement Conference with me and some great presenters bit.ly/1wOfuEt View Tweet details				5,733	16	0.3%
 Marcia DiStaso @mdistaso · 12h Thank you @AsifRKhan for spending last week with us @PSUCollegeComm! We learned LOTS! pic.twitter.com/bN2JjONYiO				279	26	9.3%

Tweet details



Marcia DiStaso

@mdistaso



Looking forward to @AsifRKhan joining us as our Pro-in-Residence this week in @PSUCollegeComm!

1:19 PM - 9 Nov 2014

7 RETWEETS

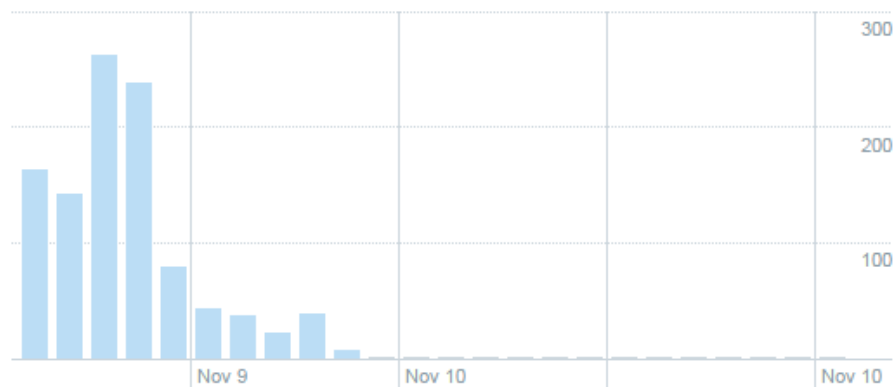


Get this Tweet in front of more people

Your tweet has 68 engagements so far. Get it in front of more people like your followers.

[Sign up for Twitter Ads](#)

Impressions overview



Key metrics

Quantity

Impressions

Number of times users saw the Tweet on Twitter

1,034

Detail expands

Number of times users clicked on the Tweet to view more details

52

User profile clicks

Clicks on the name, @handle, or profile photo of the Tweet author

10

Retweets

Number of times users retweeted the Tweet to their followers

7

Replies

Number of replies to the Tweet

0

Favorites

Number of times users favorited the Tweet

0

OTHER FUN CALCULATIONS

- **Tweet Reach:** Divide impressions by total followers
- **Favorite Rate:** Divide favorites by impressions
- **Tweet Length vs. Engagement:** Divide character count by engagement
- **Hashtag Comparisons:** Look at impressions & engagement for each
- **Day & Time:** Look at clicks, RT, & engagement

Tweet activity

📅 Last 28 Days ▾

↗ Export data

Followers

Interests

Most unique interests ?

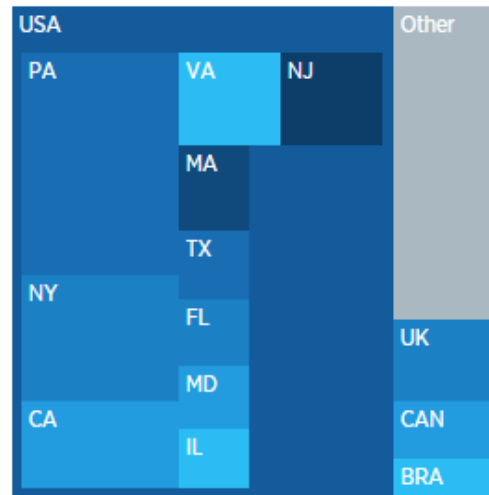
- 48% Marketing
- 45% Business and finance
- 34% Financial news
- 21% Leadership
- 21% Advertising

Top interests ?

- 59% Business news and general info
- 59% Business and news
- 55% Technology
- 52% Politics and current events
- 49% Tech news
- 48% Marketing
- 45% Business and finance
- 36% Entrepreneurship
- 34% Financial news
- 30% Comedy (Movies and television)

Location

Top countries and states



Top cities

- 11% New York City, US
- 9% Johnstown-Altoona, US
- 6% Washington, D.C., US
- 6% Philadelphia, US
- 3% Los Angeles, US

Gender



Your followers also follow

- 40% nytimes · Profile
- 37% HarvardBiz · Profile
- 37% WSJ · Profile
- 36% TheEconomist · Profile
- 36% cnnbrk · Profile
- 35% hootsuite · Profile
- 25% PRNews · Profile
- 24% PublicityGuru · Profile
- 21% PRSA · Profile

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 objectives.
- Connect what is going on around you to its influence on your engagement figures.
- Quality beats quantity for almost everything.