

# Measuring User Engagement in Social Media

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College of American Pathologists

@moniqueterrell

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# About Monique

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- ▶ Started as a web developer/designer
- ▶ Moved into online course development
- ▶ Transitioned to marketing and communications with a focus toward online channels
- ▶ Owned a small social media consulting firm
- ▶ Consults for a small local Chicago agency
- ▶ Works full-time at the CAP

*Three Kids & a Husband*

*No Pets*

*Lover of shoes & Everything Bling*

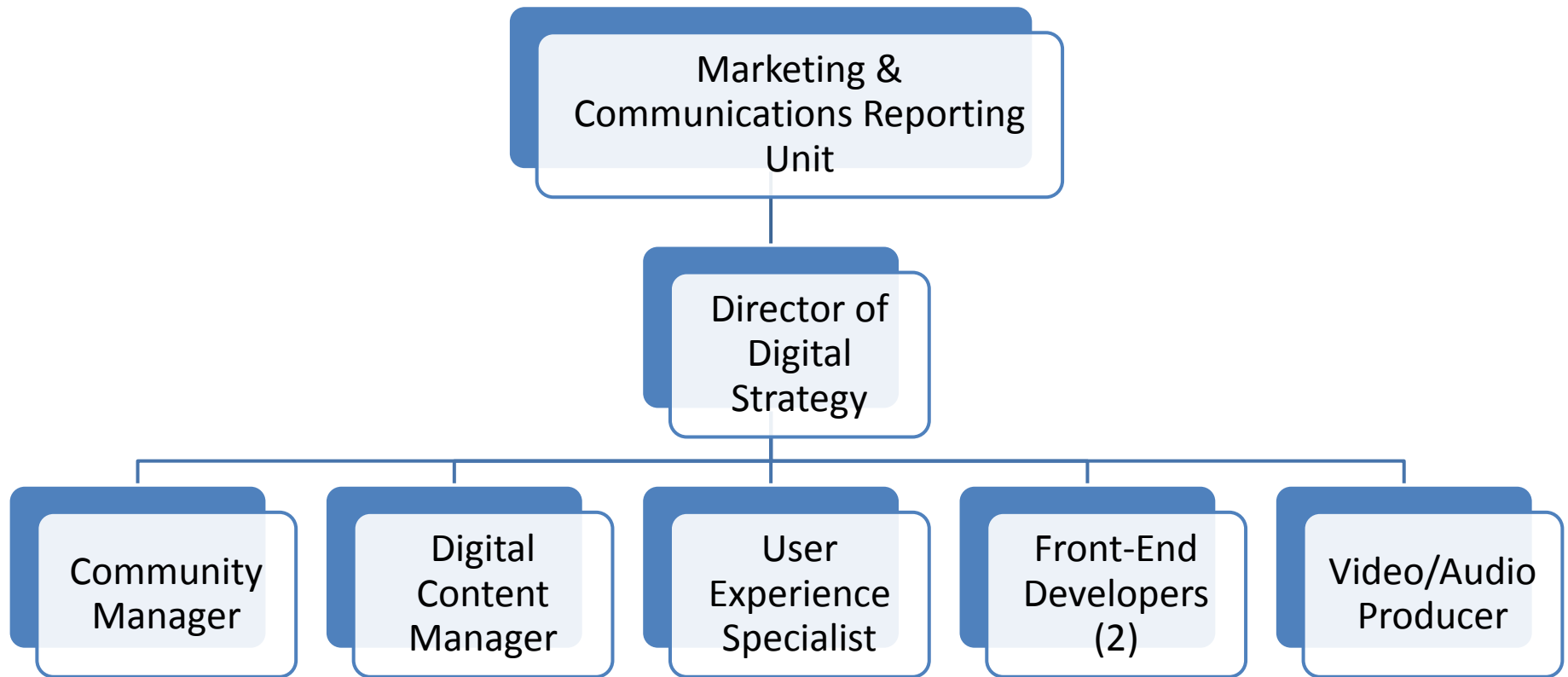
# College of American Pathologists (CAP)

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- ▶ Medical association with 18K+ members who are board certified pathologists.
- ▶ Provider of proficiency testing and laboratory accreditation to more than 20K laboratories worldwide.
- ▶ Audiences –
  - ▶ Members
  - ▶ Customers
  - ▶ Patients
  - ▶ Health Care Executives
  - ▶ Policy Influencers

# Digital @ the CAP

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# Social Analytics

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- ▶ Is not meant for consumers. It's a business discipline that **enables informed decisions.** – John Lovett

# Objectives

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- ▶ Customer Loyalty
- ▶ **Member Engagement**

# Approach & Measurement

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- ▶ 100% Organic
- ▶ Focus on Content and Experience
- ▶ Measurement = Engagement & Loyalty

# Engagement Framework

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## Engage

- Visited our website or microsite
- Listened to our CAPcast (audio series)
- Downloaded our mobile app

## Contribute

- Provided feedback on our website
- Offered program ideas in our member forum
- Took our FB poll

## Participate

- Became a Facebook fan
- Followed us on Twitter
- Joined our member only community

## Create

- Posted a Facebook status referencing the CAP
- Posted a tweet and/or RT about the CAP
- Posted a blog on the member community

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## Mobile App

- 63 Downloads
- 3 Web Users
- 66 Total (More than 50% of attendees used the app)

## Facebook

- 24 New Likes
- 361 Total Engaged Users
- 3K Total Reach

## CAPconnect

- 11 Blog Posts (7 written by members)
- 6 Comments
- 15 New Registrants

## YouTube

- Three Videos Created (Two were promotional)
- 190 Views
- 1 New Subscriber

## SoundCloud

- Five Tracks Created
- Most Played Track (39 Plays)
- Two Likes
- More than 30 Minutes of Play Time

# Twitter

## #cappolicy14

- 400 Tweets
- 68 Contributors
- 40K Accounts Reached
- 23 New Followers
- 43 Brand Mentions
- 92 Retweets
- 260K Impressions
- 5 Members Tagged their Hill Visit Meetings

# Monitor & Report

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## Daily

- ▶ Google Analytics
- ▶ Twitter Analytics
- ▶ FB Insights

## Weekly

- ▶ Sprout Social
- ▶ Hash Tracking
- ▶ LinkedIn Analytics
- ▶ Swayy








Mentions map – A map of the Twitter users who mentioned CAP in their tweets  
678 mentions in 110 locations | [twitonomy.com](http://twitonomy.com)

- Group Report
- Engagement Report
- Team Report
- Facebook Pages
- Twitter Profiles
- Trends Report
- Twitter Comparison
- Google Analytics
- Sent Messages
- Customize Branding

## CONTENT BREAKDOWN

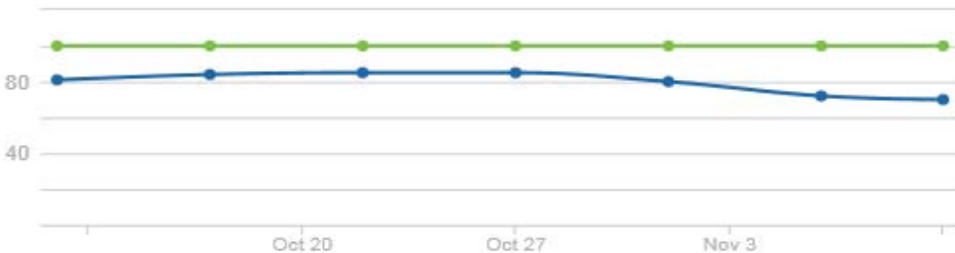
A breakdown of how your individual posts performed.

Message Sent	Reach	Engaged	Talking	Likes	Comments	Shares	Engagement
 Have you downloaded the CytoAtlas mobile app yet? Now ava... <i>October 30, 2014 at 1:41 pm</i>	2.4k	230	90	75	21	22	9.74%
 Take the CAP Case-of-the-Month Challenge: A 29-year-old ... <i>October 31, 2014 at 2:10 pm</i>	781	95	26	18	7	6	12.16%
 Take the CAP Case-of-the-Month Challenge: A 66-year-old ... <i>October 12, 2014 at 7:00 am</i>	602	122	23	18	7	3	20.27%
 "On behalf of the CAP, I invite you to participate in the... <i>November 5, 2014 at 8:08 am</i>	934	120	69	62	5	13	12.85%
 Understanding #Ebola: What's the difference between infec... <i>October 28, 2014 at 12:35 pm</i>	1.9k	198	74	63	4	22	10.69%

## KEY INDICATORS Measure how you're conversing with your audience.

### MY SOCIAL SCORES

ENGAGEMENT 70% INFLUENCE 100%



### TWEETING BEHAVIOR



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# Tools You Can Use

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- ▶ Google Analytics
- ▶ Sprout Social
- ▶ Hash Tracking
- ▶ TweetReach
- ▶ Twitonomy
- ▶ Tweet Counter
- ▶ Bit.ly
- ▶ Klout
- ▶ Crazyegg
- ▶ Net Promoter Score (NPS)
- ▶ Cision
- ▶ Foresee
- ▶ Survey Monkey (Studies)
- ▶ Channel Specific
  - ▶ Facebook Insights
  - ▶ Twitter Analytics
  - ▶ Youtube
  - ▶ LinkedIn
  - ▶ SoundCloud

# Resources

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- ▶ Website: Smart Insights
- ▶ Podcasts:
  - ▶ Social Pros, Jay Baer
  - ▶ This Old Marketing, Joe Pulizzi & Robert Rose
- ▶ Books:
  - ▶ **Youtility**, Jay Baer
  - ▶ **Social Media Metrics Secrets**, John Lovett
  - ▶ **Social Media Metrics: How to Measure and Optimize Your Marketing Investment**, Jim Sterne

# Key Takeaways

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- ▶ Be clear on your business objectives
- ▶ Gain leadership agreement around expectations; identify your approach (ROI vs. ROE)
- ▶ Find a measurement framework that aligns with your objectives and approach
- ▶ Always provide context with your metrics; numbers alone won't cut it
- ▶ Test, Measure & Optimize (repeat, over and over)



Thank

You!