



Social Media Measurement:

Using Data to Inform Decisions

By Danielle Brigida

U.S. Fish and Wildlife Service



I'm a Wildlife and Technology Geek

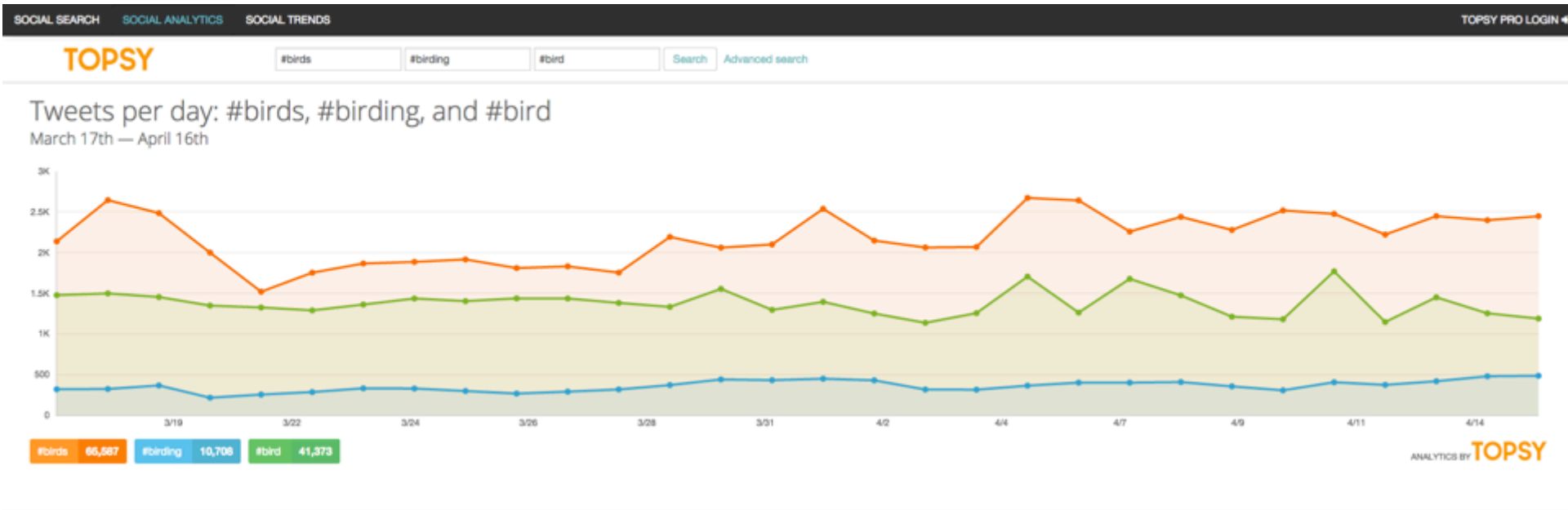


Not-So Sexy Things to Remember

- You must identify your goals or objectives
- Do your homework: which tools, messages and content work best.
- Collect Information that will CHANGE future behavior




Research and Measure



Listen and Observe

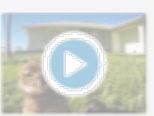
These ov...
the #Sup...
backstor...
ows: 1.u...
pic.twitter.com/hxgG89hJVM



100 posts - 19 Feb 2015 - Twitter Web Client

Reply to @USFWSHQ

Jesse Swinger @JesseSwinger 8d
@USFWSHQ @ariellec This is pretty cute too - GoPro: Owl Dance-Off youtube.com/watch?v=SILvPV...



sloppyjo @Nadri_ttoos 8d
@USFWSHQ ugly mofos right there

jd @jdtweet_ 8d
@USFWSHQ remember replies saying they looked scared-turns out they were :(poor things-they r precious looking. @DisneyPixar new character?

BIOLOGICAL #SCIENCE TECH #FEDJOB IN GHATHAM & NANTUCKET, MA & WELLS, ME \$32K-\$35K/YR @USFWSNortheast REGION. 1.usa.gov/19xC94e

Wildlife Jobs @USFWSJobs 1h
MERIT/VEOA #FISH & #WILDLIFE #BIOLOGIST #fedjob in Albuquerque, NM \$70K-\$91K/Yr @USFWS_Southwest Region. 1.usa.gov/1E0plJ

Wildlife Jobs @USFWSJobs 1h
#FISH & #WILDLIFE #BIOLOGIST #fedjob in Albuquerque, NM \$70K-\$91K/Yr @USFWS_Southwest Region. 1.usa.gov/1EpWmF

Wildlife Jobs @USFWSJobs 1h
MERIT/VEOA #FISH & #WILDLIFE #BIOLOGIST #fedjob in AUSTIN, TX \$99K-\$128K/Yr @USFWS_Southwest Region. 1.usa.gov/1z0fop3

Wildlife Jobs @USFWSJobs 1h
#FISH & #WILDLIFE #BIOLOGIST #fedjob in AUSTIN, TX \$99K-\$128K/Yr @USFWS_Southwest Region. 1.usa.gov/1ATJUGS

Wildlife Jobs @USFWSJobs 1h
Supervisory #FISH #BIOLOGIST #fedjob in LODI, CA \$99K-\$128K/Yr @USFWS PacWest Region. 1.usa.gov/1z00JRg

USFWS Refuge System @USFWS 1h
What we're reading: "Tiny Oregon minnow is first fish taken off endangered list" @washingtonpost

Barbara @Arbara7288 17m
U.S. Fish and Wildlife Service, Open Spaces Blog, & contest! fws.gov/news/blog/inde...
Details

US Fish and Wildlife @USFW... 23m
You've still got time to enter these creative wildlife #contests! 1.usa.gov/1IU0git
pic.twitter.com/uzZ3bBTx5


Kids.gov @Godegov 1h
4 Creative Wildlife and Nature Contests That Need You 1.usa.gov/1IU0xfr #teachers #kids #artists #photography @USFWSHQ
Details

BLM Oregon @BLMOregon 1h
Congrats! RT @USFWSMtnPrairie: Oregon Chub Becomes First Fish Delisted Due to Recovery 1.usa.gov/1A8AhsN
pic.twitter.com/SdytOxjDd

Fish and Wildlife Service: Keep Manatees on the Endangered Species List! thepetitionsite.com/563/118/987/1
Details

Barbara @Arbara7288 17m
U.S. Fish and Wildlife Service, Open Spaces Blog, & contest! fws.gov/news/blog/inde...
Details

Deon Pretorius @deon_07 23m
Fish and Wildlife Service: Keep Manatees on the Endangered Species List! (n.us/thepetitionsi...
Details



The White House @WhiteHouse
"Countries will not be t... successful if half their r... —their girls and women denied opportunity." —Obama #CVESummit
Details

StateDeptOES @StateDept
Long live the #Oregon... ever #fish removed from endangered species list recovery. @USFWSHQ
pic.twitter.com/0uJl1Z

Measure the Full Picture

Open Spaces

A Talk on the Wild Side.

Burrowing Owls: Really Superb Owls

February 10, 2015



US Fish and Wildlife
@USFWSMtnPrairie

The look on the Seahawks faces after that comeback! #Superb_Owl #SuperBowl #WildlifeWins #USFWS (Via @USFWSBearRiver)

To have a little wildlife fun during the Super Bowl, the Service and others tweet using the #Superb_Owl hashtag. This picture stirred up a Social Media storm. Photo Credit: Katie McVey/USFWS

You might have seen this awesome photo that Katie McVey, a wildlife refuge specialist at Bear River Migratory Bird Refuge in Utah posted on Social Media during the Superb Owl, er Super Bowl. The photo was featured on Good Morning America, The Huffington Post and elsewhere.

We wanted to know a little more about the ridiculously cute burrowing owls she photographed, so we talked with Katie.

ABC News
NEWS @ABC

US Fish and Wildlife Service tells the story behind the viral "Superb Owl" photos: abcn.ws/1DG3bBh

RETWEETS 651 FAVORITES 584

10:13 PM - 1 Feb 2015

RETWEETS 303 FAVORITES 375

2:45 PM - 11 Feb 2015



It turns out the photos are a few years old from when Katie was doing graduate research at Boise State University with the Raptor Biology Program. She and other students monitored burrowing owls at the Morley Nelson Snake River Birds of Prey National Conservation Area near Boise.

Collect Qualitative Data That Informs Your Strategy



Advocacy Requests

Reporting Crimes

Tell a Story with Your Data

FORENSICS LAB

***On March 3rd join us for a live webcast to see how we solve crimes against wildlife.

US Fish and Wildlife Service @USFWSHQ

On March 3rd join for a live webcast from the a lab designed to solve crimes against wildlife: 1.usa.gov/1DDuUBA

10:59 AM - 26 Feb 2015

185 RETWEETS 107 FAVORITES



Tune in March 3

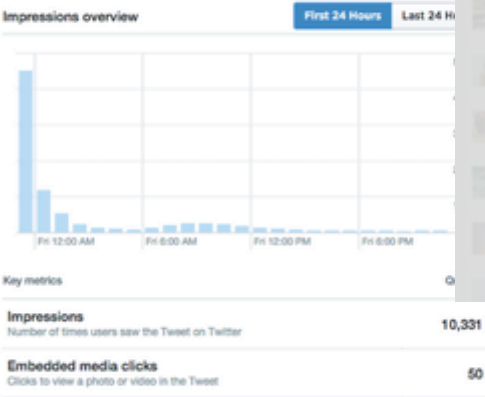
1:00 pm EST for the live broadcast

US Fish and Wildlife Service @USFWSHQ

Questions for wildlife crime solvers? Tweet them to us & we'll answer them on the webcast! 1.usa.gov/1DeLMM4

10:11 PM - 26 Feb 2015

18 RETWEETS 15 FAVORITES



Post Details

Reported stats may be delayed from what appears on posts

U.S. Fish and Wildlife Service
December 2 at 2:31 pm · 🌐

She's BACK!! The world's oldest, banded, wild bird has survived for 63 years and her name is Wisdom. Every year that she returns to the refuge she brings hope. Read her remarkable story: <http://1.usa.gov/1CCnA5m>

Photo: Bret Wolfe/USFWS (Wisdom is on the left)

379,008 People Reached

20,778 Likes, Comments & Shares

15,896 Likes	3,314 On Post	12,582 On Shares
1,622 Comments	171 On Post	1,451 On Shares
3,260 Shares	3,158 On Post	102 On Shares

9,442 Post Clicks

4,337 Photo Views	5,105 Link Clicks	0 Other Clicks (i)
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NEGATIVE FEEDBACK

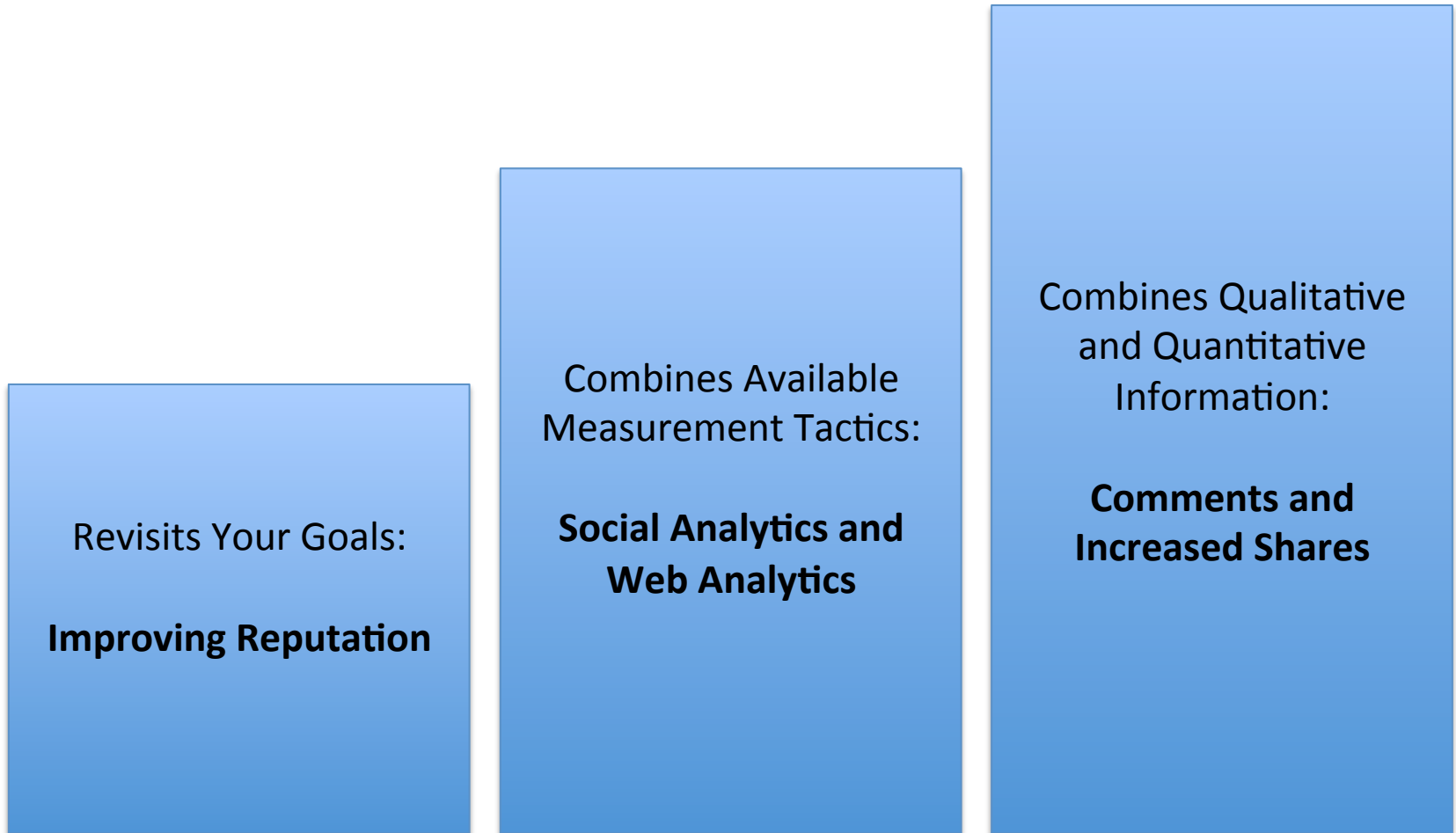
243 Hide Post	40 Hide All Posts
0 Report as Spam	5 Unlike Page

379,008 people reached

Boost Post

Like · Comment · Share · 3,314 · 154 · 3,158

A Good Measurement Plan...



General Geekiness

- **Build off** automated reports whenever possible
- **Export Data** to play if you're comfy with spreadsheets
- **Follow blogs** and reports that discuss web and social metrics and techniques






Collaborate Across Regions and Programs

Quarterly Report

NWF Social Media Update
Q2 - April 2013 to June 2013

Increasing Reach:

-  National Wildlife Federation Increased from 124,343 to **136,486**
*139 new likes per day
-  @NWF Followers: Increased from 126,397 to **146,762**
*229 new followers per day
-  National Google+ Followers: Increased from 246,947 to **294,020**
*517 new followers per day



Want to see more? Check out our NWF's other [social presences](#) and more [Facebook](#) and [Twitter](#) accounts.

Campaign Specific Report

Photo Contest Social Media Performance

Channels - We used a combination of Facebook, Twitter, [Pinterest](#), [LinkedIn](#) and Google+. Facebook certainly out performed the others in driving traffic and new registrants. It was sometimes difficult to tell if people were sharing posts just because of the impressive photography and not the contest - but we saw a lot of engagement this year around the contest.

Number of posts/tweets promoting the contest - we posted at least weekly linking off to the contest on all major channels.

Traffic to the Photo Contest Site Section

(From April - August - source: [Qmni\(ure\)](#))

Network	Pageviews	\$\$ Revenue
Facebook	226,648	3,795
Twitter	3,961	240
Flickr	1,321	103
LinkedIn	450	20
Pinterest	400	00

Most Popular Posts on Facebook

[March 27th Post](#) [[Bawks in Air](#)]

Dust off your cameras and get ready for the National Wildlife Photo Contest, which opens April 1st! In the meantime, get inspired by last year's photos: <http://bit.ly/11NDsCf> from [Cardinal Photo](#)
452 shares, 1,093 likes

[April 1st Post](#) [Ladybug on a Leaf] The National Wildlife Photo Contest is officially open and we want your nature photos!

Figure that if it puts you to sleep...



You're not measuring anything.