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PATHOLOGISTS

How to Tie Social Media Engagement to Business Objectives (Sales, Leads, Volunteers)

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April 2015**

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@pathologists

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About Monique

I'm a senior digital strategy leader with over 15 years of experience designing and executing strategies that maximize opportunities to effectively leverage technology.



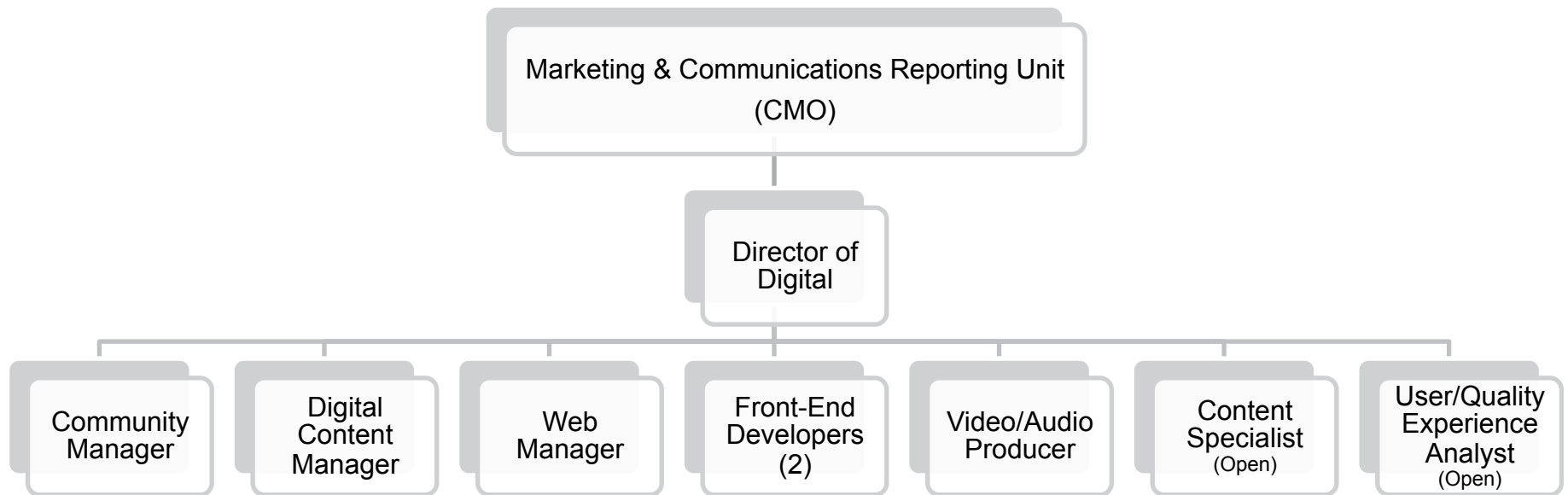
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College of American Pathologists (CAP)

- **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**
 - **Employees**
 - **Patients/General Public**
 - **Health Care Executives**
 - **Clinical Partners**
 - **Policy Influencers**

Digital @ the CAP



Talking About...

- **Gain leadership agreement around expectations of social media engagement**
- **Find an engagement framework that aligns with your objectives and approach**



Gain Agreement

Gain leadership agreement around expectations of social media engagement



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How to Gain Agreement

- **Find an executive sponsor**
- **Speak multiple business languages (IT, Marketing, Strategy, and Finance)**
- **Establish an approach**
 - **Make it a “movement” not a “campaign”**
 - **ROI (Return on Investment) or ROE (Return on Engagement)**

Campaign vs. Movement

Campaign

- Campaigns have a beginning and an end.
- Campaigns are you talking about yourself.
- Campaigns are ‘you vs. us.’

Movement

- Movements are organic and rooted in passion.
- Movements are others talking about you.
- Movements are ‘let’s do this together.’

Campaigns add to awareness. Movements add to credibility.



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ROI vs. ROE

Return on Investment

- **Measured mostly in financial and economic ways**
 - Revenue generated

Return on Engagement

- **To what extent did your content captivate your audience, and has it resulted in brand equity.**
 - Bigger communities
 - Stronger loyalty
 - Desire of the consumer/ user/fan to refer your brand to others



Business Objectives

- **Drive Customer Loyalty**
- **Drive Member Loyalty**
 - To engage and build a solid community around our brand, leveraging social tools and techniques that nurture ongoing member engagement.
 - Maintain 8% engagement rate or higher

Framework

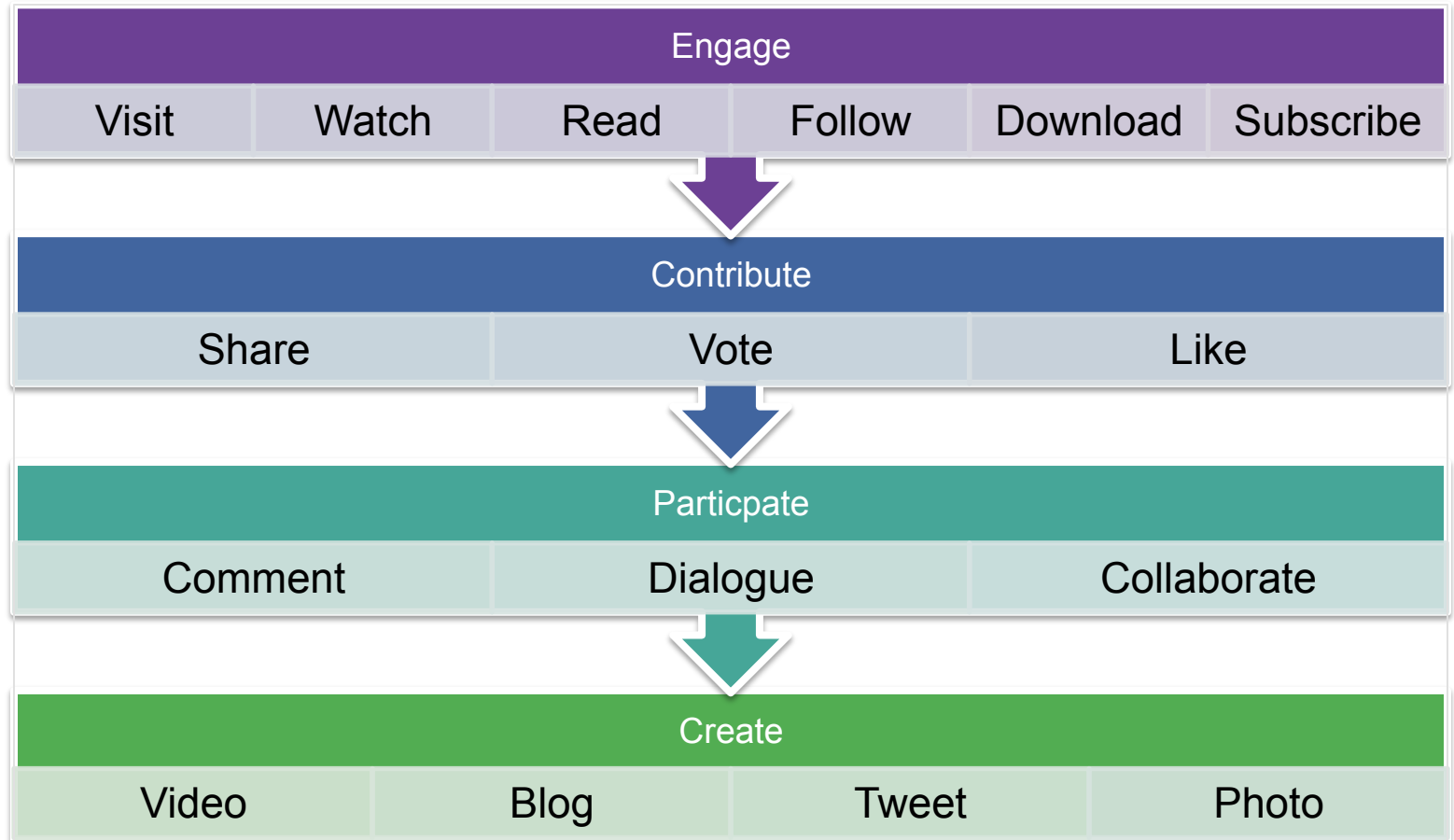
Find an engagement framework that aligns with your objectives and approach



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Digital Engagement Dashboard



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Engagement Framework

Engage

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

Contribute

- Provided feedback on our website
- Shared a recent CAPcast
- Took our FB poll

Participate

- Commented on a blog on CAPconnect
- Joined the conversation via Twitter Chat
- Messaged a colleague via the mobile app

Create

- Posted a Facebook status referencing the CAP
- Posted a tweet and/or RT about the CAP
- Wrote a blog post for CAPconnect



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Engagement Framework

Mobile App

- 151 Event Downloads (Spring Meeting)
- 580 Sponsor Splash Screen was Displayed
- 47% of attendees used the app

Facebook

- 382 New Fans
- 6K Stories Created by 5K Users
- 150K Total Reach

CAPconnect

- 38 Blog Posts (24 written by members)
- 16 Comments
- 848 Members Logged-In & 94 New Registrants

YouTube

- 26 Shares
- 11 Comments
- 28 New Subscribers

SoundCloud

- 17 Tracks Created
- 750 Plays (Most Played Track - 77 Plays)
- Listeners Across 42 Countries



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Measurement & Tracking Tools You Can Use

- **Sprout Social**
- **Hash Tracking**
- **Symplur**
- **TweetReach**
- **Twitonomy**
- **Bit.ly**
- **Google Analytics**
- **Channel Specific**
 - **Facebook Insights**
 - **Twitter Analytics**
 - **Youtube**
 - **Linkedin**
 - **SoundCloud**

Resources

- **Websites:**
 - Smart Insights
 - Brains on Fire
- **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

- **Be clear on your business objectives**
- **Gain leadership agreement around expectations; identify your approach**
- **Find a measurement framework that aligns with your objectives and approach**
- **Tell a story with your metrics (context) – numbers alone won't cut it**
- **Test, Measure & Optimize (repeat, over and over)**

Social Analytics

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



Thank You!



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