



How to Apply Social Insights to Communications Strategy

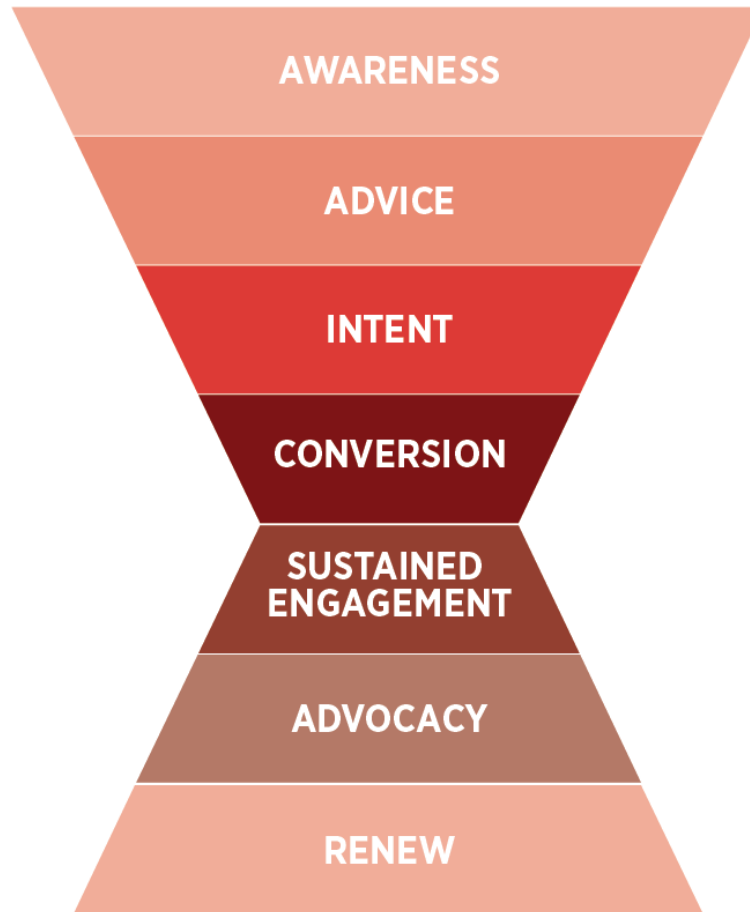
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AARP
Real Possibilities

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Social In Context



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Matching the Right KPIs to Your Goals

Brand Awareness  Brand Mentions, Reach, Impressions

Audience  Demographics, Influencers

Soft Engagement  Likes, Follower Growth

Meaningful Engagement  Shares, Comments, Views

Conversion  Clicks, Downloads, Submissions

ROI  New / Renew Members

Matching the Right Tools to Your KPIs

Listening & Monitoring

Enterprise: [Sysomos](#), [Radian6](#)

SMB: [Sprout Social](#), [Social Mention](#)

Community Management

Enterprise: [Sprinklr](#), [Spredfast](#)

SMB: [Hootsuite](#), [Percolate](#)

CRM

Enterprise: [Salesforce](#)

SMB: [Salesforce](#), [Infusionsoft](#)

Marketing

Enterprise: [Adobe Media Optimizer](#)

SMB: [Native Platform](#)

Social Analytics &
Dashboard

Enterprise: [Sprinklr](#), [Adobe Social](#)

SMB: [Simply Measured](#), [Native Platform](#)

Web Analytics

Enterprise: [Adobe Analytics \(Omniture\)](#)

SMB: [Google Analytics](#)

“Nice to Know” Metrics vs. Insights & KPIs

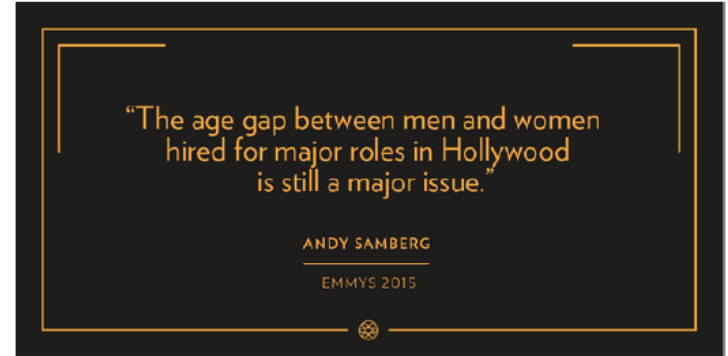
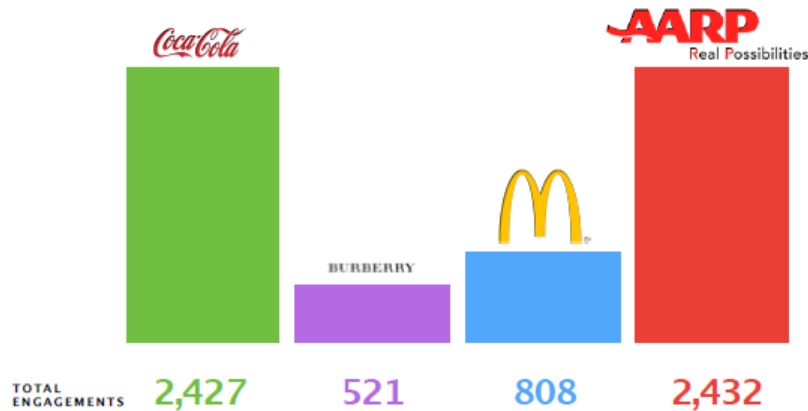
Ask yourself one question when reviewing data:

“So what?”

- Data doesn't matter without insights.
- Facts are not useful without context.
- What is valuable to one decision maker is not necessarily important for all.
- **“How”** doesn't matter. **“Where”** is interesting. **“What”** is not enough. **“Why”** is an insight.

Dashboards Don't Tell the Story

🐦 Emmys Brand Content on Twitter



COMMENT FROM TWITTER
@AARP as a country let's devote our time and energy on this important issue.

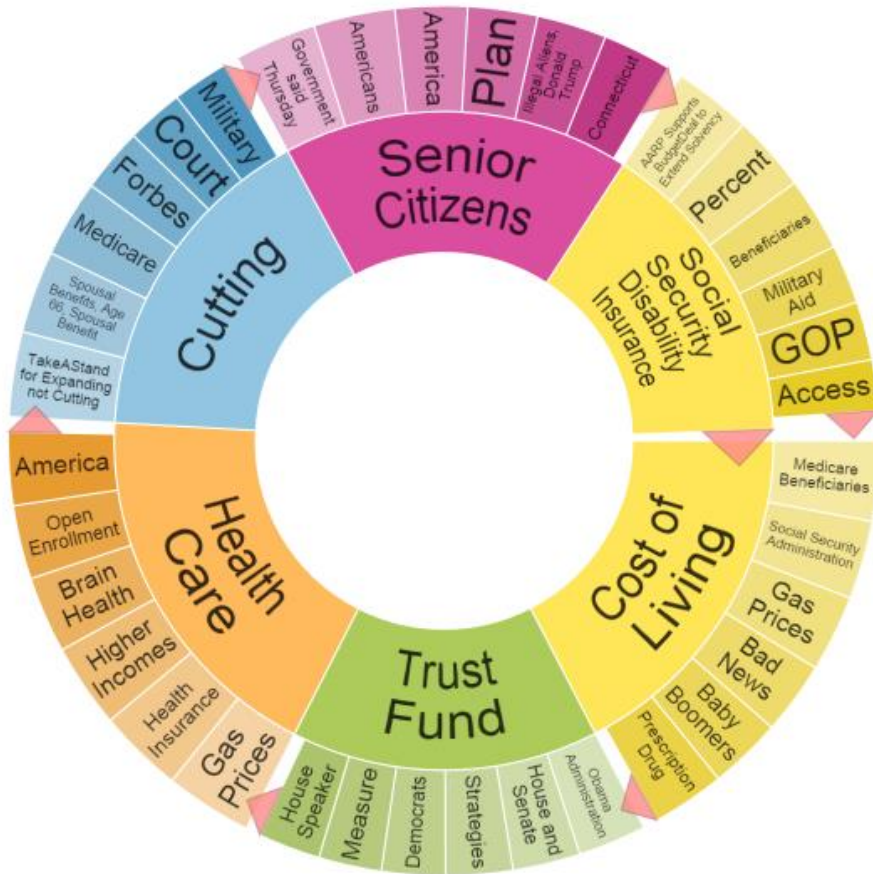
- During the 2015 Emmys, Event Targeting drove 975K total paid media impressions and 60% of total engagements on Twitter.
- Event Targeting is a new Twitter targeting tool which allows advertisers to insert their brand directly into ongoing conversation about cultural events like the Emmys.
- This new tool will be especially valuable for AARP during upcoming moments such as Super Bowl 50 and the 2016 Debates.

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Listen to Your Audience & Respond



AARP

Dear Len,

Thank you for contacting AARP to ask about the Social Security's Administration's announcement that there will be no COLA in 2016. I'd like to let you know where AARP stands on this issue, and what we're doing about it.

Social Security's annual Cost of Living Adjustment (COLA) is often the only protection against inflation for people who depend on the program as the bedrock of their financial security. Many of our members fit into this category, and we find it regrettable that they will not receive an increase in 2016. The COLA announcement not only fails to reflect the actual health care expenditures of Social Security beneficiaries, but will actually contribute to an increase in out-of-pocket health care costs for millions of Medicare enrollees.

1d

A large pile of US coins and a few bills on a dark surface. The coins are of various denominations, including pennies, nickels, dimes, and quarters. A few bills are visible, including a one-dollar bill and a five-dollar bill. The background is a dark, textured surface, possibly a table or a tray.

Creating value

Social is growing, but so what?

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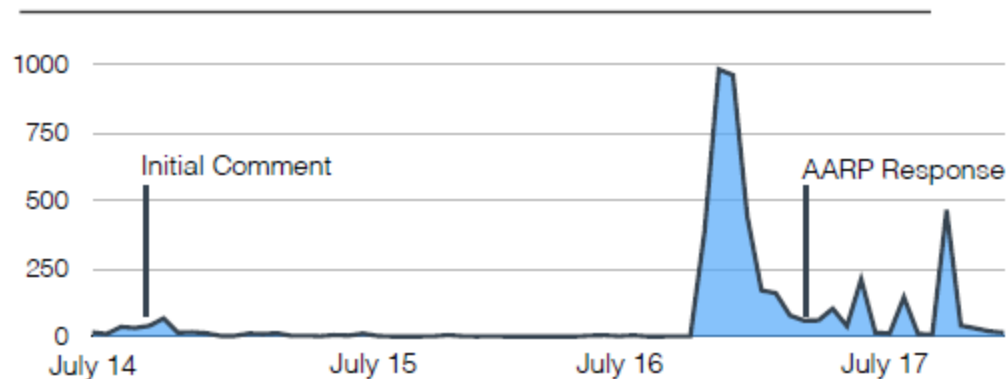
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The Tiger Tweet



TWEETS PER HOUR

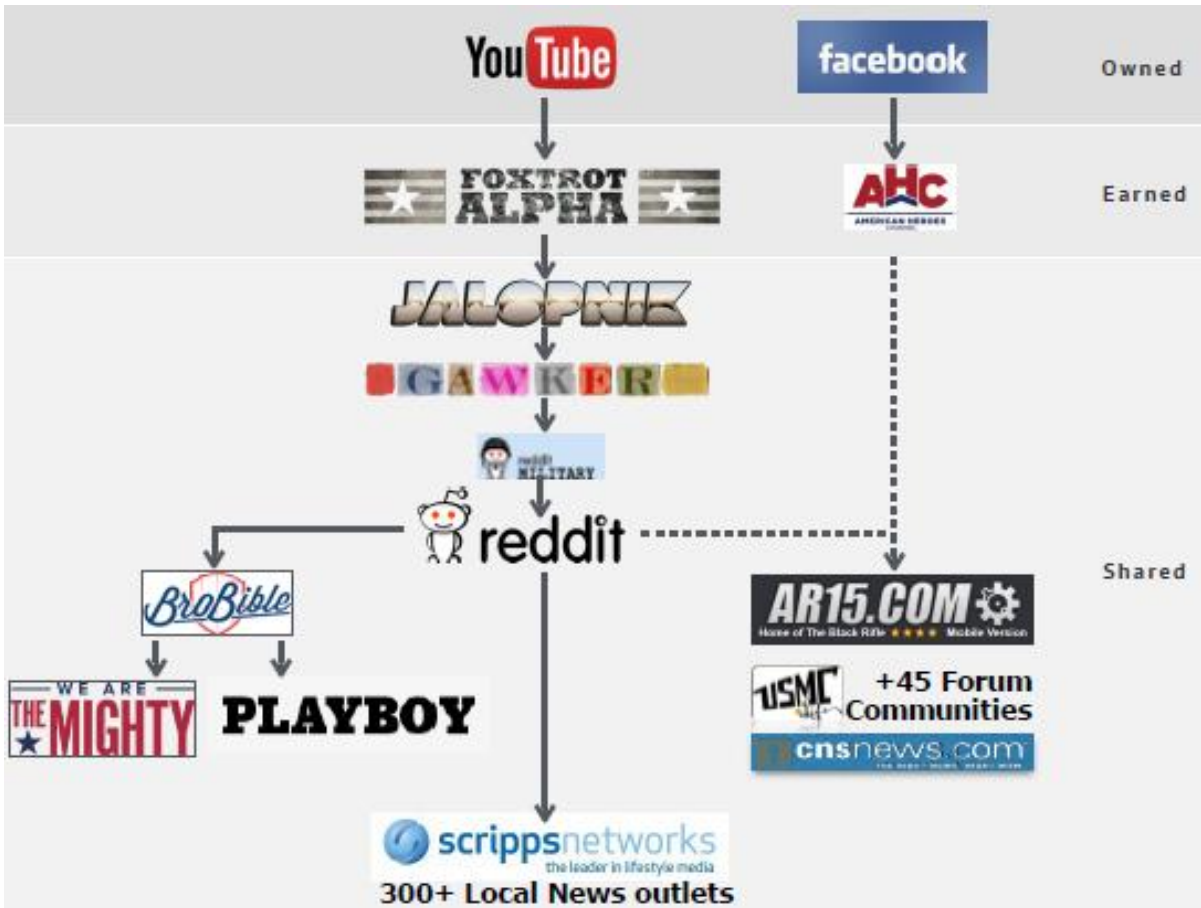


Badass Pilot



REDDIT

“Took me 6 minutes to notice this was an AARP video, looking forward to old age a little bit more now!”



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Use Data to Move the Needle

Organic Reach on Facebook increased from **37mm to 71mm** individuals. The value of **Earned Organic Reach (EOR)** increased **92%** from 2014.

Total social media engagements grew to **40.3mm** in 2015 from to **14.8mm** in 2014, bolstered by a **187% increase in shares**.

Social drove **37,261 membership acquisitions and renewals**, a **439% increase** from social media since 2014.

Organic **Facebook video views** increased **13,000%** in 2015 with 85,416 in 2014 to **10,861,456** views in 2015.

Visits to AARP.org from social **increased by 61%** in 2015 including a 56% increase in unique visitors to the site.

Takeaways

- Actionable insights are different from facts and data.
- Likes and followers are valuable, but shares and comments are better.
- Content marketing is not direct response advertising, but it can be tied back to ROI.
- Know your organization's decision makers and their goals.
- Ask "So What?" when writing insights.
- Don't rely too heavily on software. Invest in skills and experience.



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