

SOCIAL MEDIA STRATEGY

Profs Alfred Hermida and Meena Sandhu
January 26, 2016

Lesson

Monitoring, conversing, engaging and analyzing social media trends and impact

The social media dashboard: What to measure, how to measure, how to report it, Designing and running tests on sharing: What works, what doesn't

Monitoring

Brand or company monitoring

- Your name or your brand's name
- Any variations of your brand's name ie if you have sub-brands
- Potential misspellings of your brand's name
- Names of the most active/visible members of your company
- Mentions of specific campaigns you're running
- Your catchphrase, slogan or tagline

Activity

Let's go back to the sample companies or brands we had two weeks ago. What will we monitor for them in terms of brand?

Industry or topic monitoring

- Key words or phrases that describe your industry or interest
- Key words or phrases related to or complementary to your industry or interest
- Frequently used industry hashtags

Activity

What Industry or topics will you monitor?

Competitor Monitoring

- Competitor Names whether it's individuals or companies
- Key words or phrases related to or complementary to your competitors
- Interactions between your competitors and the public

Activity

What competitors will you monitor?

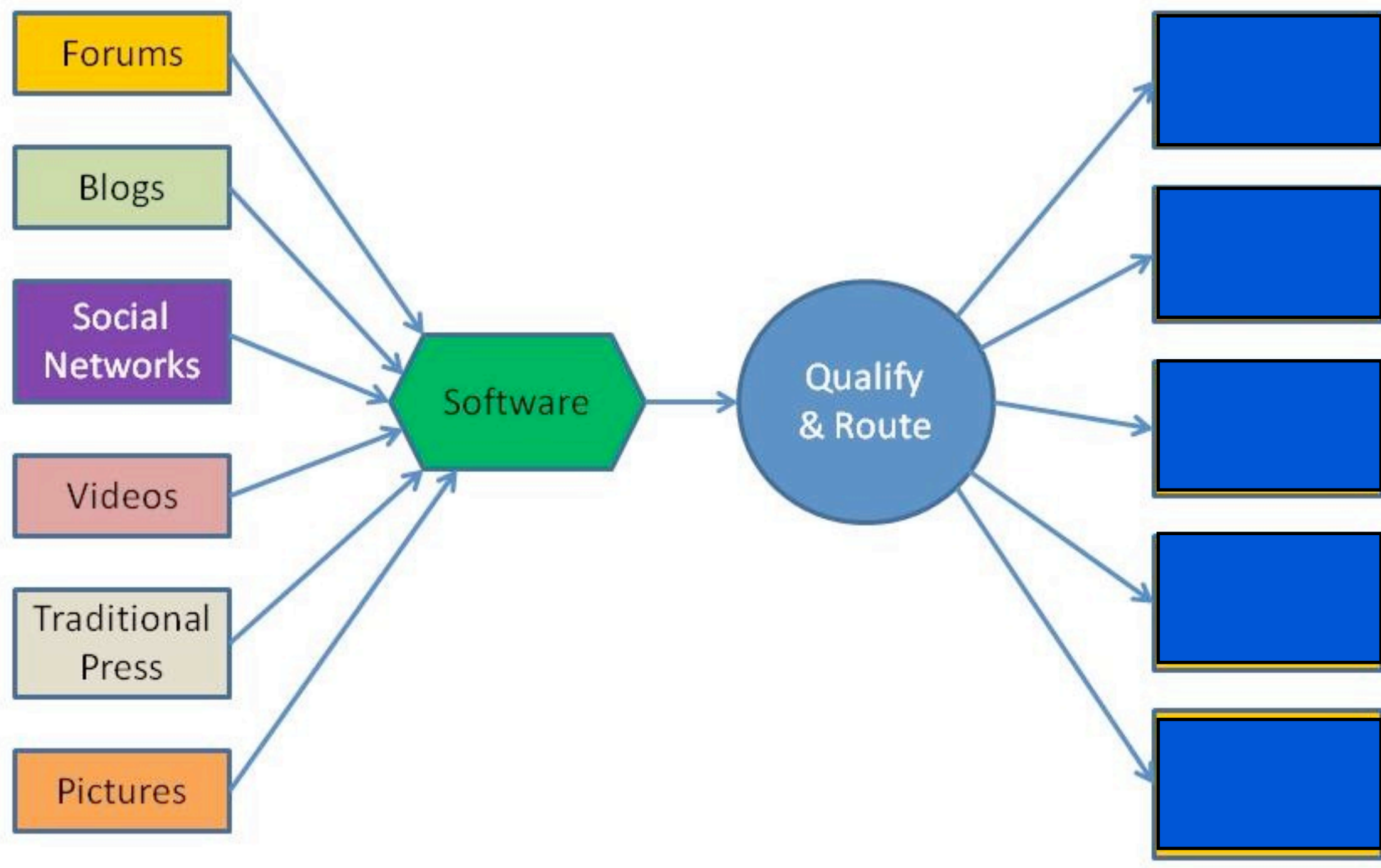
Tools

- Networks, what networks do you need to monitor?
- Will you be using paid tools or Free tools? Or a combination
- Hootsuite
- Twitter Analytics
- Social Mention
- Mention
- Tweet Reach
- Iconosquare

Activity

Explore social media monitoring tools

Basic Social Media Monitoring Workflow

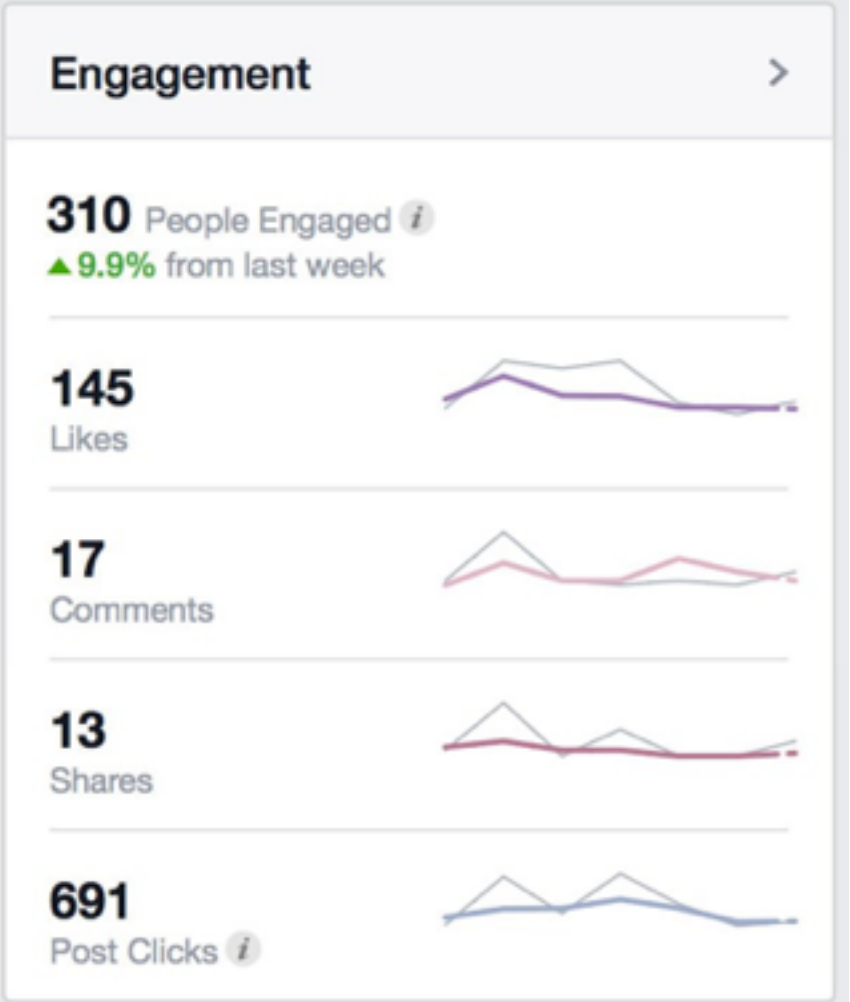
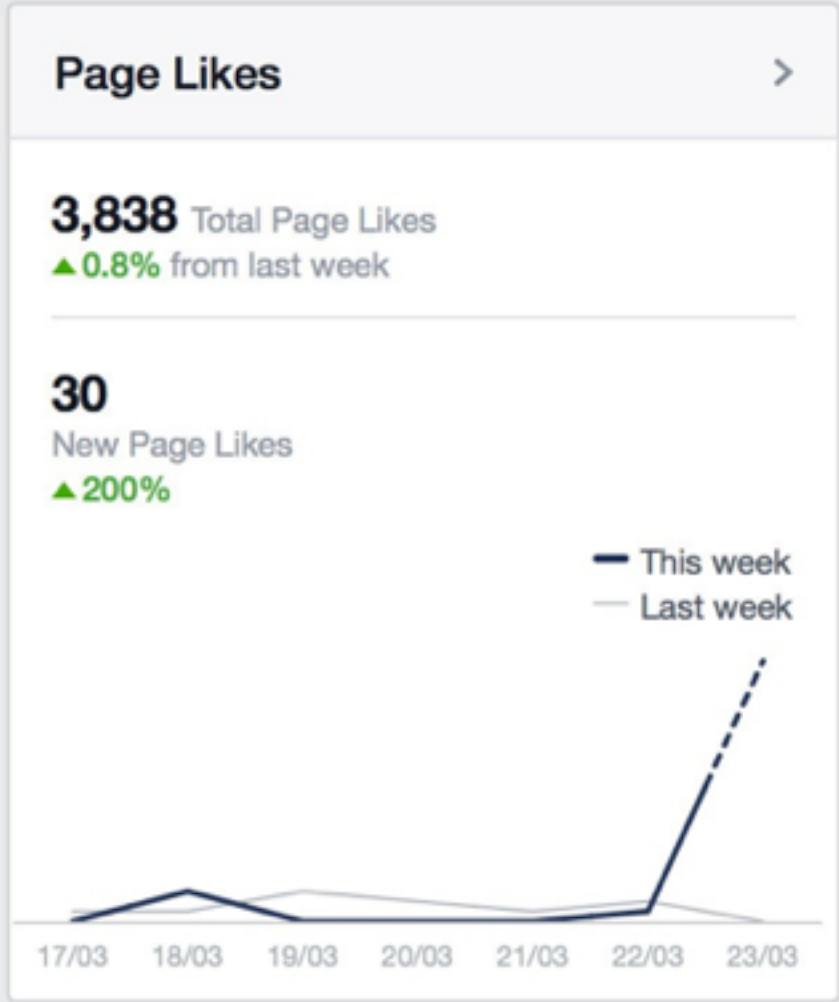


Measurement

Remember Goal setting? Quantitative vs. Qualitative. Now we need to build metrics to support those goals:

- If you want to measure **awareness**, then use metrics like volume, reach, exposure, and amplification. How far is your message spreading?
- If you want to measure **engagement**, then look for metrics around retweets, comments, replies, and participants. How many people are participating, how often are they participating, and in what forms are they participating?
- If your goal is to **drive traffic** to your website, then track URL shares, clicks and conversions. Are people moving through social media to your external site and what do they do once they're on your site?
- If your goal is to find **advocates and fans**, then track contributors and influence. Who is participating and what kind of impact do they have?
- If your goal is to increase your brand's **share of voice**, then track your volume relative to your closest competitors. How much of the overall conversation around your industry or product category is about your brand?

Showing data from 17/03/2015–23/03/2015



Your 5 Most Recent Posts

Reach: Organic/Paid

Post Clicks

Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
-----------	------	------	-----------	-------	------------	---------

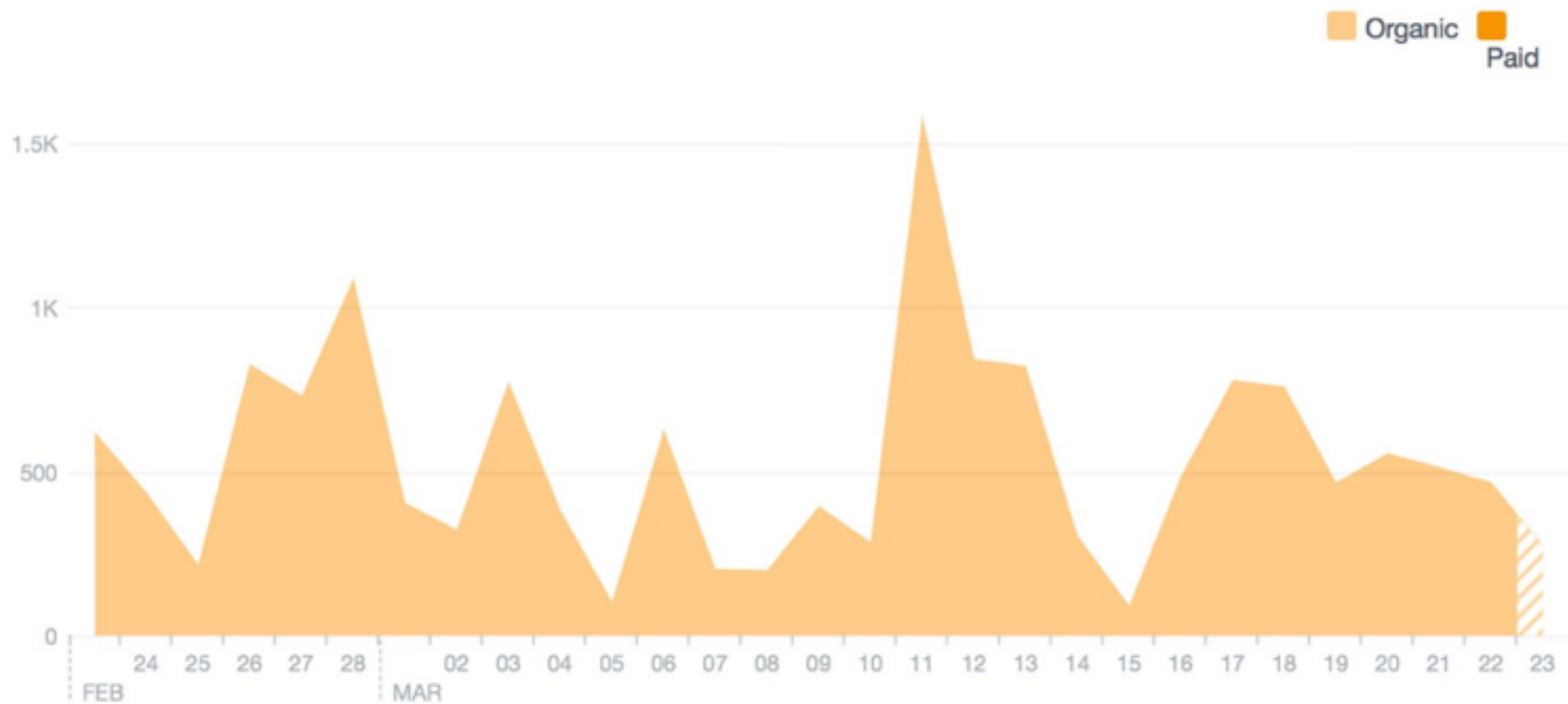
Daily data is recorded in the Pacific time zone.

1W 1M 1Q



Post Reach

The number of people your post was served to.



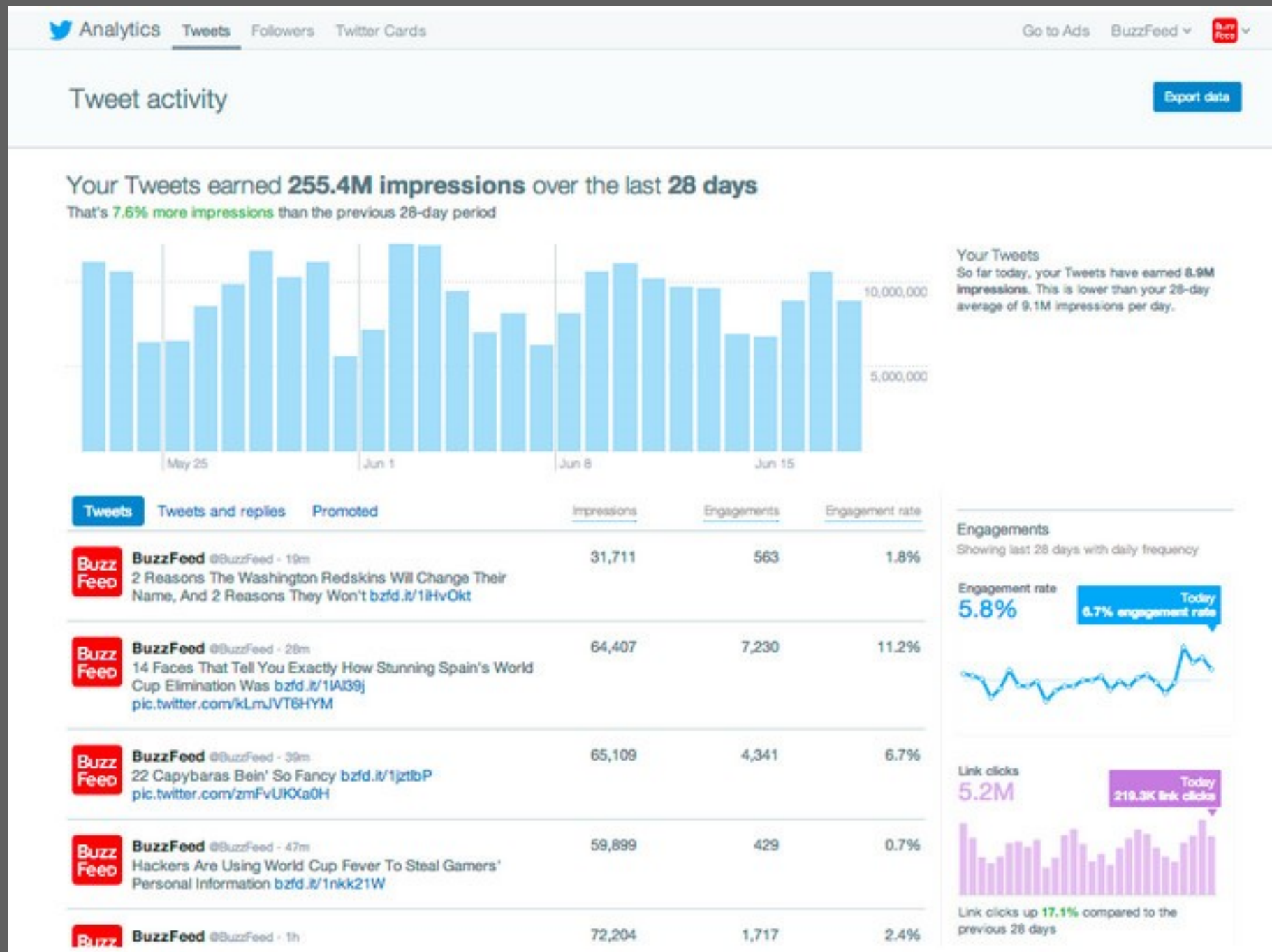
BENCHMARK
Compare your average performance over time.

Organic

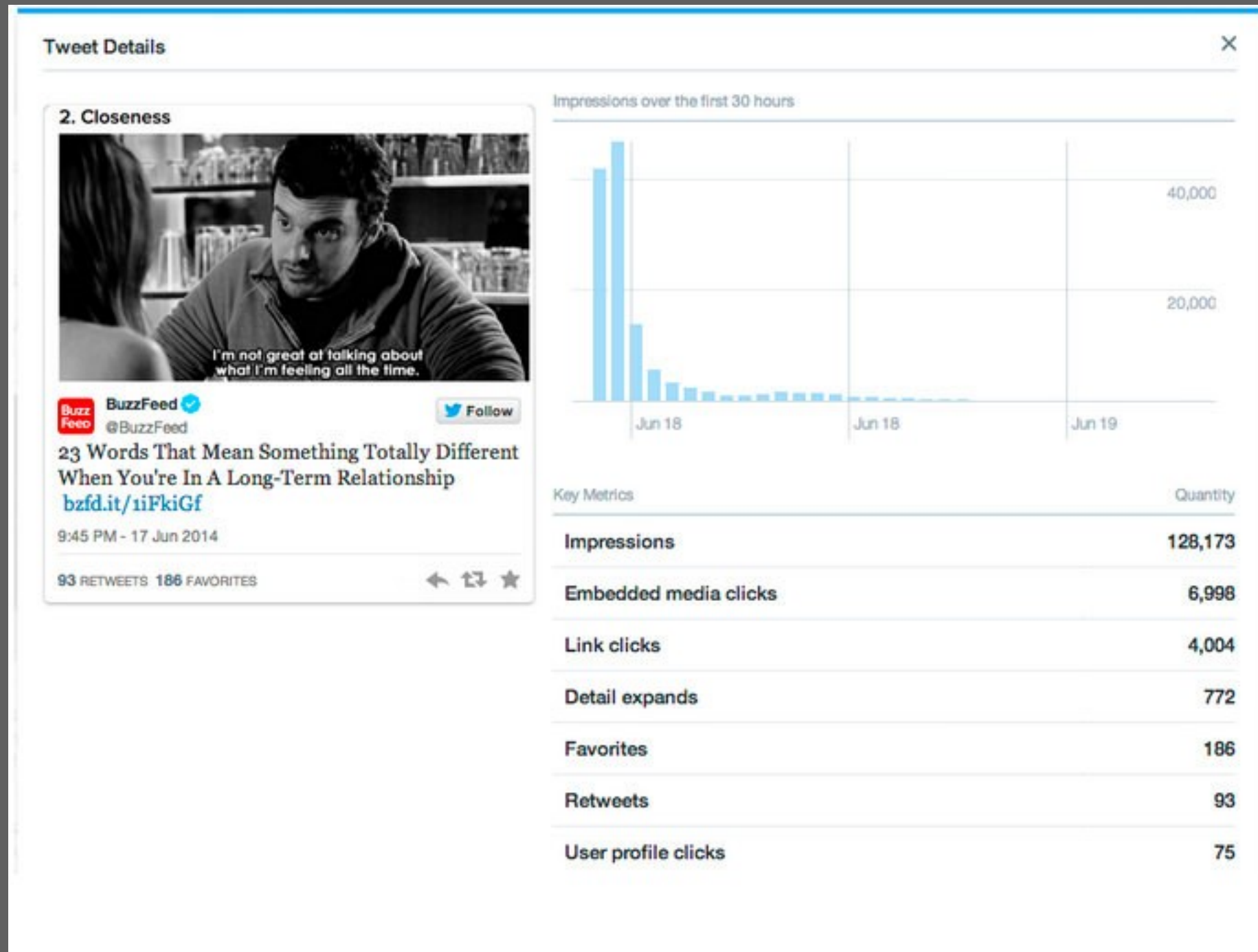
Paid

Type	Targeting	Impressions		Engagement	
		1.4K	<div><div></div></div>	73 61	<div><div></div><div></div></div>
		287	<div><div></div></div>	16 16	<div><div></div><div></div></div>
		258	<div><div></div></div>	33 11	<div><div></div><div></div></div>
		163	<div><div></div></div>	2 3	<div><div></div><div></div></div>
		20	<div><div></div></div>	3 0	<div><div></div><div></div></div>
		18	<div><div></div></div>	0 0	<div><div></div><div></div></div>
		15	<div><div></div></div>	3 1	<div><div></div><div></div></div>
		15	<div><div></div></div>	2 0	<div><div></div><div></div></div>
		13	<div><div></div></div>	0 0	<div><div></div><div></div></div>

Measurement



Measurement



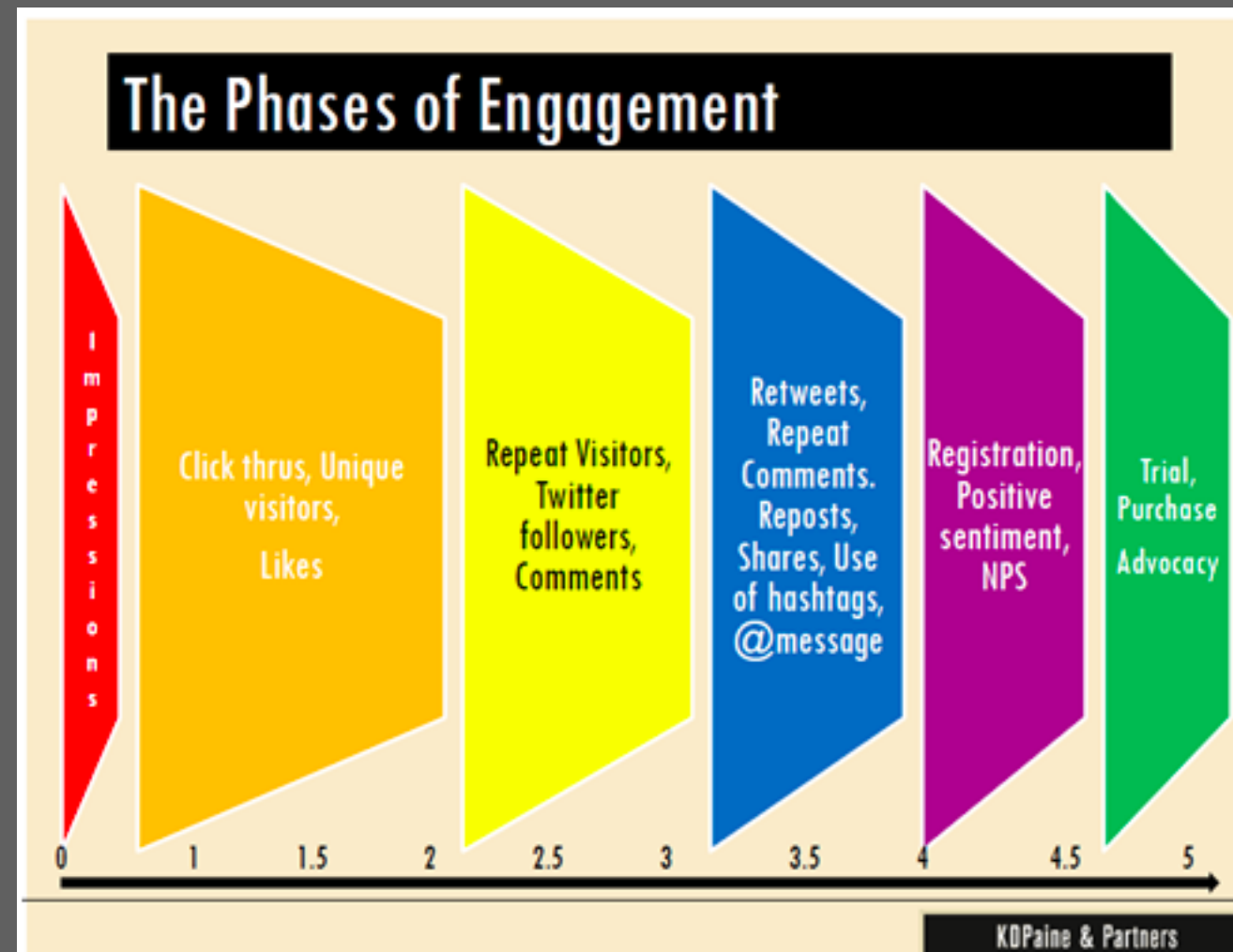
Conversing

Ask questions
Answer questions
Share content
Trending Topics
Mentions or tags
Hashtags

Conversing

Conversion
Engagement
Reach
Activity

Conversing



10 Big Insights of Social Media Monitoring



1. Sentiment: Mostly positive or negative?
2. Feedback: Themes? Patterns?
3. Questions: How can you answer them?
4. Links: Who's referencing you?
5. Pain points: Can a content or product change fix?
6. Content: To share, adapt or generate ideas
7. Trends: Patterns in chatter and demand
8. Advocates: Build your community
9. Press: Get to know media members
10. Influencers: Learn from their success

Activity

Let's go through these 10 insights and find examples. We will have each group present their findings.

Measurement

The two types of social media measurement are:

1. Ongoing Analytics – Ongoing monitoring that tracks activity over time
2. Campaign/Event/Topic-Focused Metrics – Campaign or event analytics with a clear beginning and end