

# Social Media Certificate: Analytics

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## Agenda

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Meet and greet  
Terms to know?  
Tips to get started  
Exercise  
Overview of tools

# Meet and greet

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Who am I?

Who are you?

- What have you learned so far?
- How and Why are you using Social Media?
- What do you want out of today's session?

# Let's define a few things

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**Conversion Rate** – Ratio of visitors who converted casual content views or website visits into desired actions based on subtle or direct requests from marketers, advertisers or content creators.

**Bounce Rate** – The percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site.

**Reach** - The size of the audience that sees your content over all the social networks that you participate in.

**Engagement** – Active involvement; adding actual value to conversations relevant to your brand.  
<http://socialfresh.com/social-media-engagement/>

**Share of Voice (SOV)** – Measure of how much you are mentioned or covered in comparison with your competitors. <http://www.socialmention.com>

**Influence** – Act or power of producing an effect without apparent exertion of force or direct exercise of command  
<http://klout.com/#/dashboard>

# Let's define a few more things

**ROI** – Return on Investment |  $\text{Gain of Investment} - \text{Cost of Investment} / \text{Cost of Investment}$

- <http://www.slideshare.net/thebrandbuilder/olivier-blanchard-basics-of-social-media-roi>

**Goals & Objectives** – Have you thought them through? Always do this first!

**KPIs** – Key Performance Indicators – Use these to measure against those.

## Beware the “Vanity” stats

Figure 4. The Social Media Measurement Compass

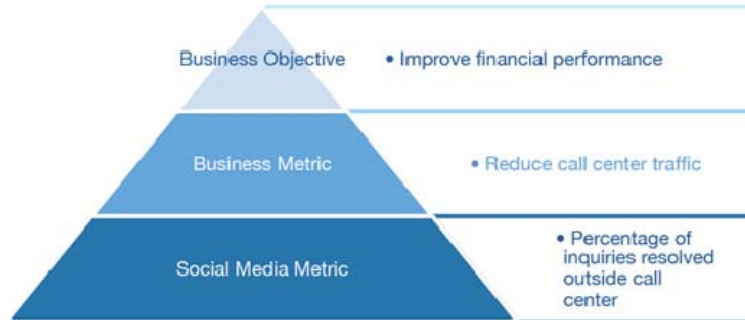


Source: Altimeter Group

Read: [A Framework for Social Analytics](#)

# Look at Your Objectives

Figure 1. Tying Social Media Objectives to Business Objectives



Source: Altimeter Group

Depends on where you sit in the organization...

Use Case	Example	Sample Formula
<b>Brand Health</b>	Social Share of Voice	$\frac{\text{Brand Mentions}}{\text{Total Competitive Mentions on Social Channels [Brand + Competitor A + Competitor B + Competitor C ...]}}$
<b>Marketing Optimization</b>	Relative Campaign Engagement	$\frac{\text{Retweets + likes + fans per dollar spent of Campaign A}}{\text{Retweets + likes + fans per dollar spent of Campaign B}}$
<b>Revenue Generation</b>	Visit Loyalty by Social Channel	$\frac{\text{Total Website Visitors from [Social Network] Who Have Returned Within Past 30 Days}}{\text{Total Website Visitors from [Social Network]}}$
<b>Operational Efficiency</b>	Community Impact	$\frac{\text{Average purchase value on [Social Network or community]}}{\text{Average Purchase Value [all channels]}}$
<b>Customer Experience</b>	Social Service Level	$\frac{\text{Number of Service Issues on [Social Network] Acknowledged within 4 Hours}}{\text{Total Number of Service Issues Noted on [Social Network]}}$
<b>Innovation</b>	Idea Acceleration	$\frac{\text{Number of [IDEA] Topic Mentions in [END DATE]}}{\text{Number of [IDEA] Topic Mentions in [START DATE]}}$

# Now let's talk about a few things

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Evaluate your Situation

Organize your Organization

Listen to & Learn from your Social Network

Engage to Build a Community

Collaborate

Secure

Measure

# Evaluate your Situation

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Where does social media best fit your needs?

- Sales
- PR & Marketing
- Customer Service
- HR

What can you afford?

- Time & \$
- Attention
- Empowerment

What are your peers up to?

Do you have content?

## Organize your Organization

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Who's going to run each platform?

Who's going to run each Division?

Empower your people, even if you are your only 'people'

Coordinate & Collaborate internally

One central place to see what's happening, but decentralize the conversations

Prepare for constant vigilance and evaluation

Do you have content?

## Listen & Learn

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"The conversation is happening about your brand whether you're a part of it or not"  
- Seth Godin

Have an active part in the conversation or just watch them talk about you, or worse

Monitor mentions & feedback

Watch for related topics and misspellings

73% vs 51% | New Products

61% vs 22% | Community

Social Media can be about empathy and relationships

Are they following your content?

# Engage to Build a Community

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You've listened, now how do you respond?

- Deal with the negative and respond appropriately
- Beware the trolls
- Corey Booker is awesome

Where do you respond?

- Which platform for the content you need to disseminate?

Content is king! Give a reason to follow.

- Global Concierge model
- Everyone likes free stuff, make it relevant

# Collaborate

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Inside your Organization

- Empower your people
- get the right people on the case

Outside of your Organization

- Like minded organizations
- Like minded people
- Peers

My Organization is just me

- No, it isn't

# Secure

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One bad tweet can ruin your whole day

Make sure things are appropriately timed

Do something wrong, address it... quickly

Business vs. Personal

# Measure

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You've defined your goals clearly

- Be true to yourself at least

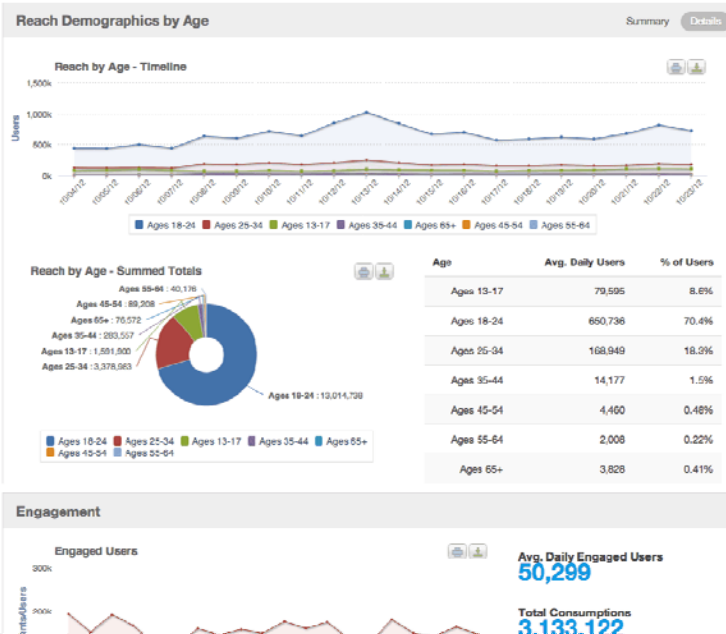
Your KPIs are thought out

- You feel they can accurately measure data to meet your goal

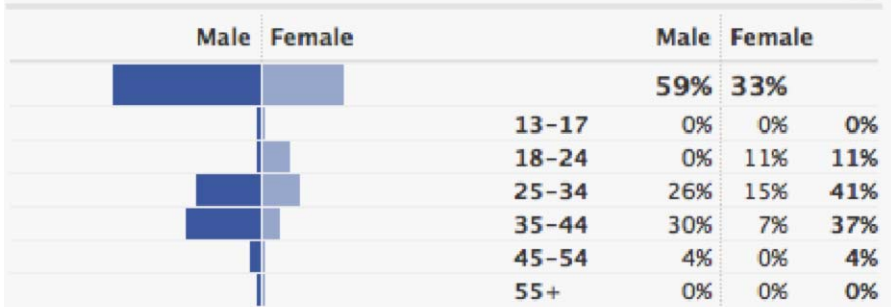
Data is ugly

- There's a ton of it
- Data is fun
- It's all around you, does it mean anything?

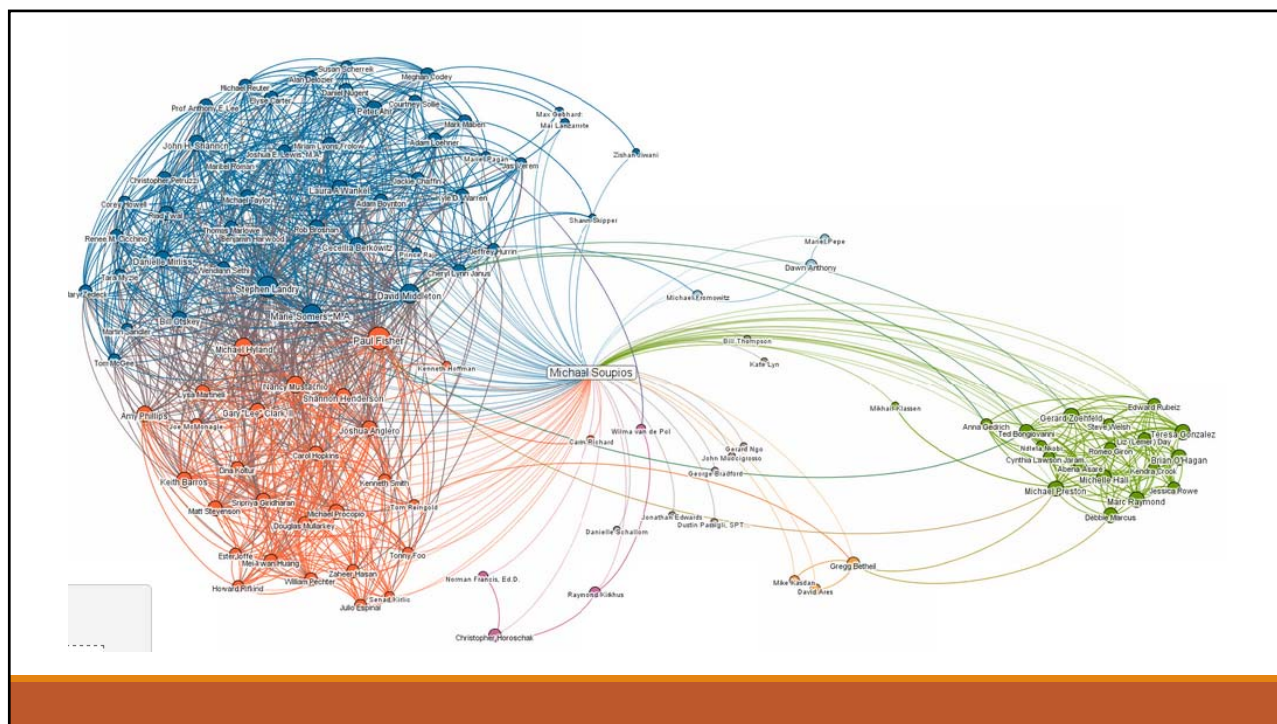




**2763** Total Fans on Nov 24



Top Countries		Top Languages	
France	1324	English (US)	1231



## Tools

A small sample you may want to become familiar with

- Adobe SiteCatalyst
- Google Analytics
- YouTube Analytics
- Klout
- SocialMention
- HootSuite
- Twitter
- LinkedIn Analytics | Maps
- WordPress Stats
- Facebook Insights | Manage a Page
- Pinterest

# Let's Play

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Open Lab Time

