Presented by
John Kenyon
May 2014

Aligning Forces for Quality | Improving Health & Health Care in Communities Across America

Polls

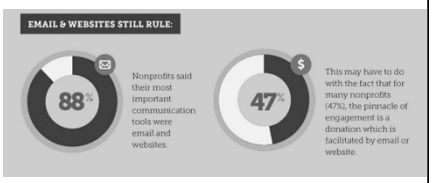
1. I have defined goals for social media
2. I regularly report on progress towards my goals
3. I use data to decide future activity

Agenda

Foundations
Focus
Toolbox
Measurement

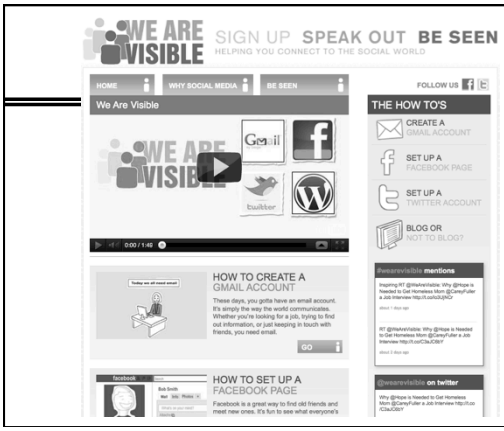
Facts

Website
Email
Still
#1



500 nonprofit professionals

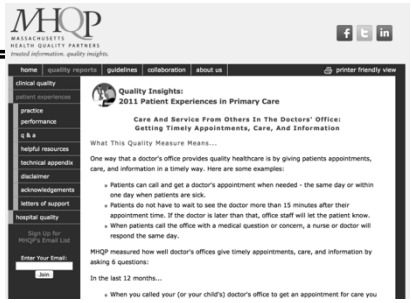
Consistency Across Channels



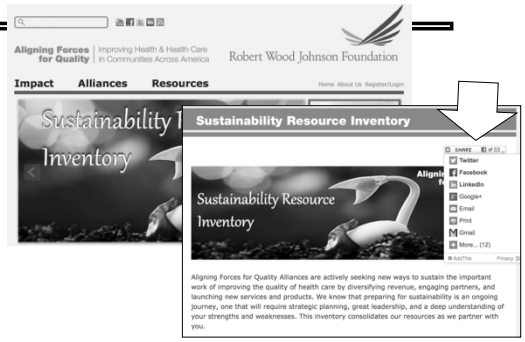
Tips
for
Consumers

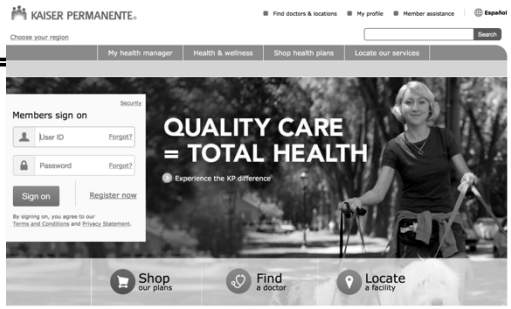
No Search, Sharing

Few Visuals

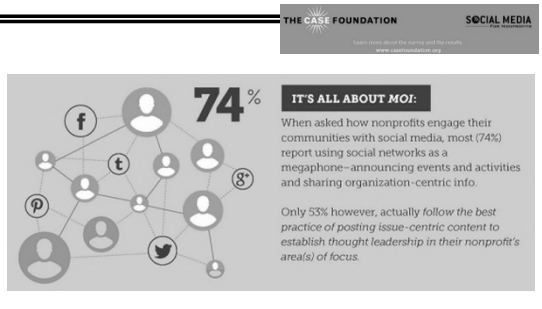


Embedded Sharing





Should NOT be All About You



Social Media Tips

It's a Conversation

30 % about you
70 % about topic, clients, etc.

Ask Questions: ? vs. . = 2x engagement

Tips

Get Visual

Watch for FB 20% text rule

Share Pair

One Improvement To Our Website or Social Media Basics

Data Focus

How can I
define and create
measurable outcomes?

How can I make
data-informed decisions?

Measurable

Set a GOAL

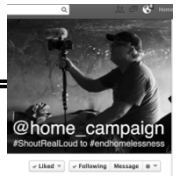
Define OBJECTIVE

Try STRATEGIES
& TACTICS

MEASURE progress

ADJUST

Goal



Mission – #EndHomelessness

Strategic Goal – Keep The Conversation Going

Comm Goal – Participate in existing conversations
Focus on sharing client stories

Strategies | Tactics

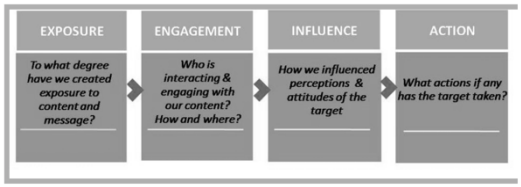
Client-centered storytelling

Mine data on past activity for what works, do more of that

Focus content - Content theme by month

Include visuals, request to share

Audience Activity



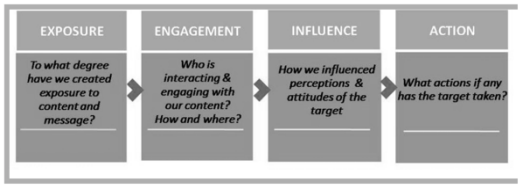
Analysis Categories

Applause Rate – FB Likes, Twitter Favorites

Conversation Rate – FB Comments, Tw Replies

Amplification Rate – FB Shares, Tw Retweets

Activity



Which Are You Measuring?
What's One Measure You Could Add?

Define Audiences

Primary/Highest Value

Secondary

Tertiary

Other

Measureable Objective

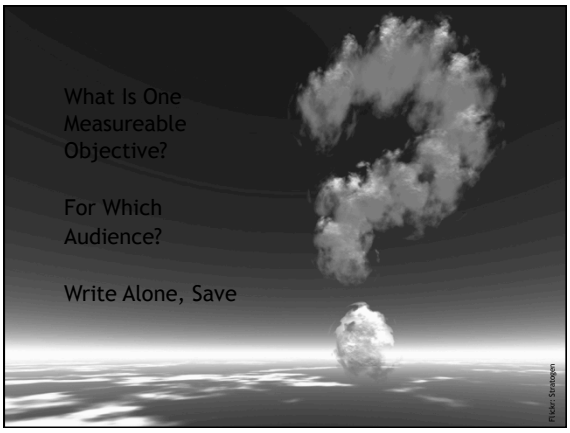
By X date:

X Number of Posts with Comments

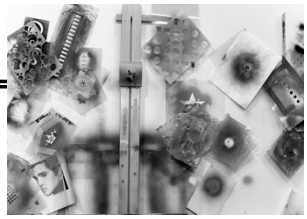
X Number of Comments per Post

X Number of Posts Shared

Can be number, % increase, other

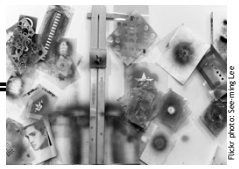


Toolbox



Monthly Report
Quarterly Review
Editorial Calendar
Culture of Content Generation

Monthly Report



Top Content:
Unique Website Visits
Email Clicks
Social Media Engagement

Review Trends Quarterly

Content

Editorial Calendar

http://www.lightboxcollaborative.com/2014-editorial-calendar

Content

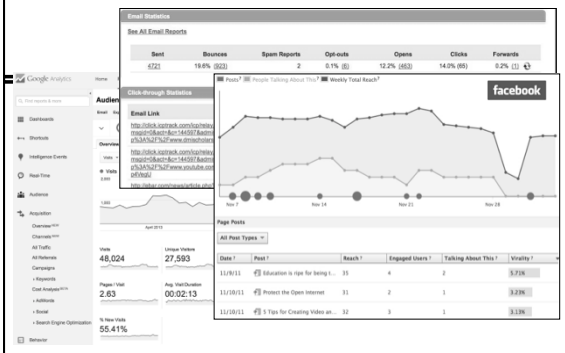
Content Generation Culture

Management Support

Coaching & Feedback

Clear Assignments – Tie to Editorial Calendar

Nagging



Track website, email + social media metrics

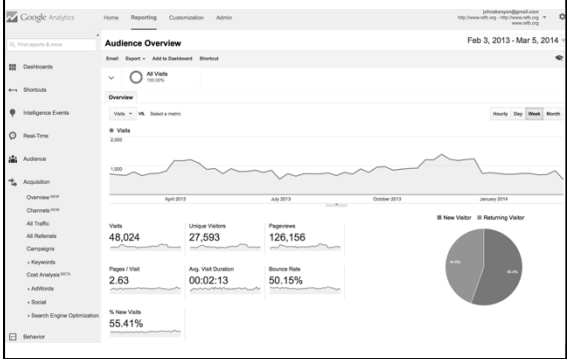
Metrics

Focus on what content is popular/not

Review quarterly, adjust strategy & goals

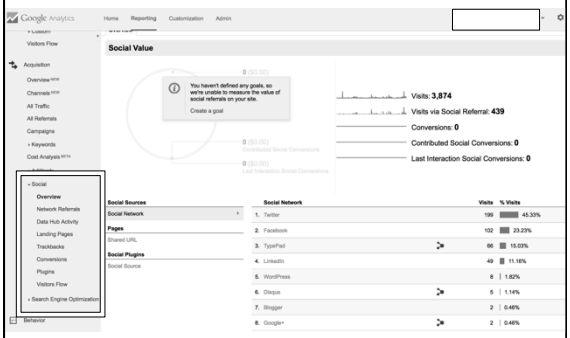
Set benchmarks, try tactics to get there

Website

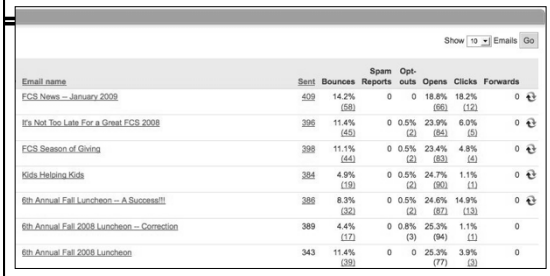


Social Hub

Website

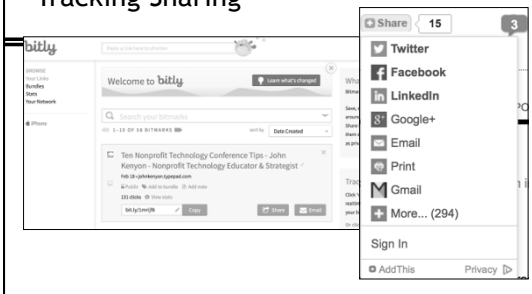


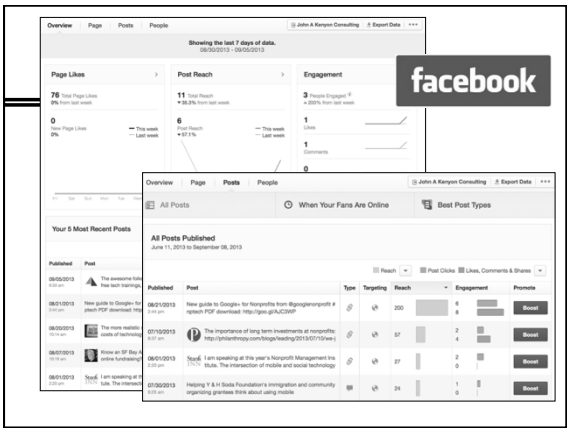
Email



Email name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
FCS News – January 2009	409	14.2% (58)	0	0	18.8% (66)	18.2% (12)	0
It's Not Too Late For a Great FCS 2008	396	11.4% (45)	0	0.5% (2)	23.9% (84)	6.0% (5)	0
FCS Season of Giving	398	11.1% (44)	0	0.5% (2)	23.4% (83)	4.8% (4)	0
Kids Helping Kids	384	4.9% (19)	0	0.5% (2)	24.7% (90)	1.1% (1)	0
6th Annual Fall Luncheon – A Success!!!	386	8.3% (32)	0	0.5% (2)	24.6% (87)	14.9% (13)	0
6th Annual Fall 2008 Luncheon – Correction	389	4.4% (17)	0	0.8% (3)	25.3% (94)	1.1% (1)	0
6th Annual Fall 2008 Luncheon	343	11.4% (39)	0	0	25.3% (77)	3.9% (3)	0

Tracking Sharing

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People
Showing the last 7 days of data.
Page Likes
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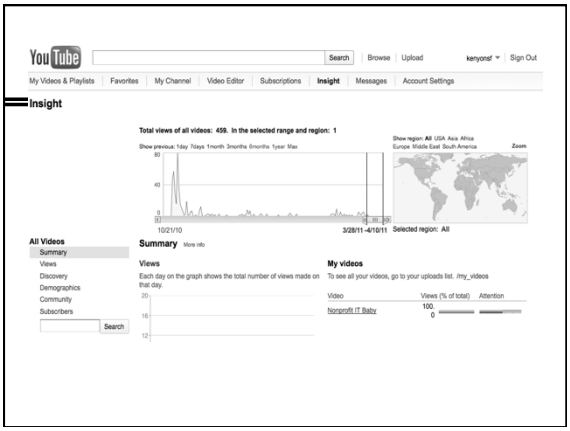
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Account Settings
Insight
Total views of all videos: 459. In the selected range and region: 1
All Videos
Summary
Views
Discovery
Demographics
Community
Subscribers
Summary
Views
My videos

Your Own Metrics are More Important

Interesting to Compare

No True Industry-Wide Benchmark

Share Pair

Your Objective & Audience

How Will You Measure That?

Flickr photo: cambodia4kids

Review

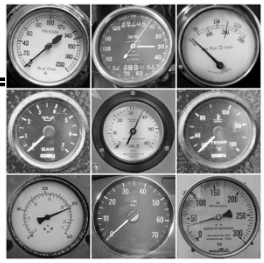
Website

Integration

Tracking

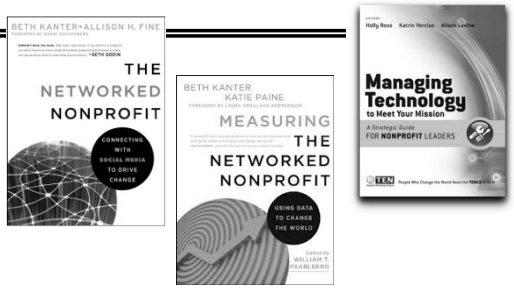
Trends not Snapshots

Learning Loop



Flickr photo: LordL30

Resources



Analytics

Social Mention

Sprout Social

Sparkwise

Simply Measured

Question & Discussion

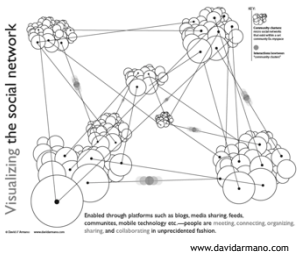
Ideas for Experiments

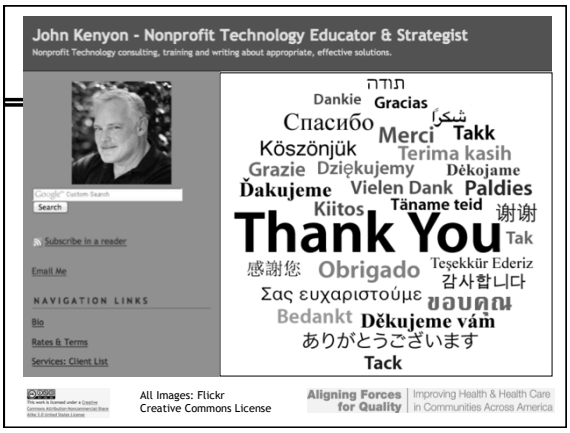
Your Experiences

Organizational Capacity

Tools

Metrics




John Kenyon - Nonprofit Technology Educator & Strategist
Nonprofit Technology consulting, training and writing about appropriate, effective solutions.
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Takk
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Terima kasih
Grazie
Dziękujemy
Děkojame
Ďakujeme
Vielen Dank
Paldies
Kiitos
Täname teid
谢谢
Thank You
Tak
感謝您
Obrigado
Teşekkür Ederiz
감사합니다
Σας ευχαριστούμε
ขอบคุณ
Bedankt
Děkujeme vám
ありがとうございます
Tack
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