




Measuring Success in Social Media

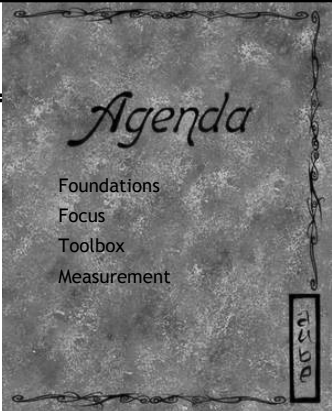
Presented by
John Kenyon
May 2014

**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

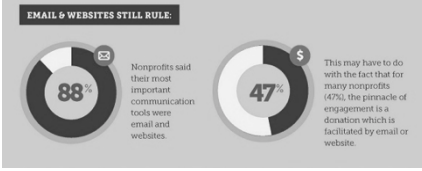


Agenda

Foundations
Focus
Toolbox
Measurement

Facts

**Website
Email
Still
#1**



EMAIL & WEBSITES STILL RULE:

- 88% Nonprofits said their most important communication tools were email and websites.
- 47% This may have to do with the fact that for many nonprofits (47%), the pinnacle of engagement is a donation which is facilitated by email or website.

500 nonprofit professionals

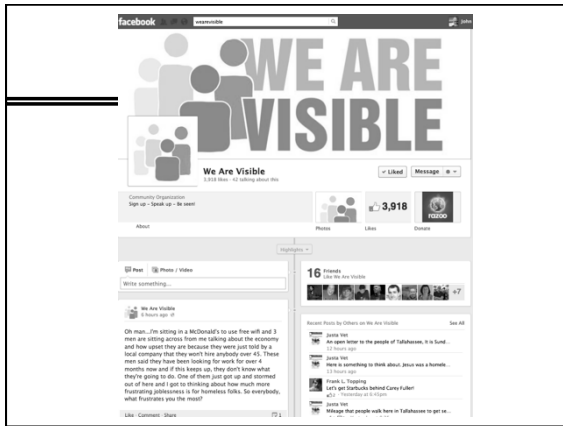
Consistency Across Channels



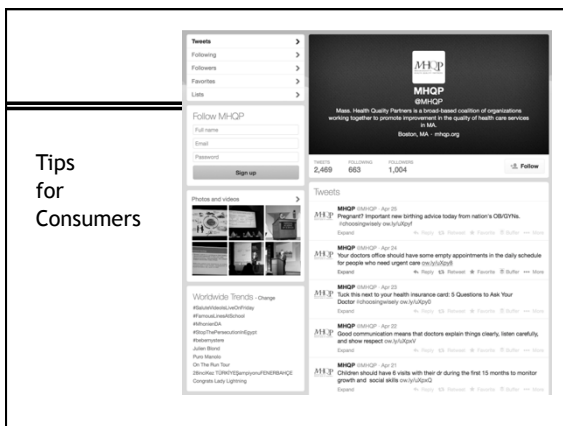
WE ARE VISIBLE

SIGN UP SPEAK OUT BE SEEN
HELPING YOU CONNECT TO THE SOCIAL WORLD

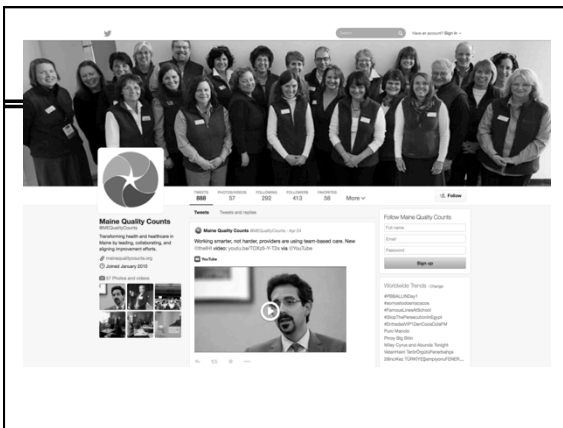
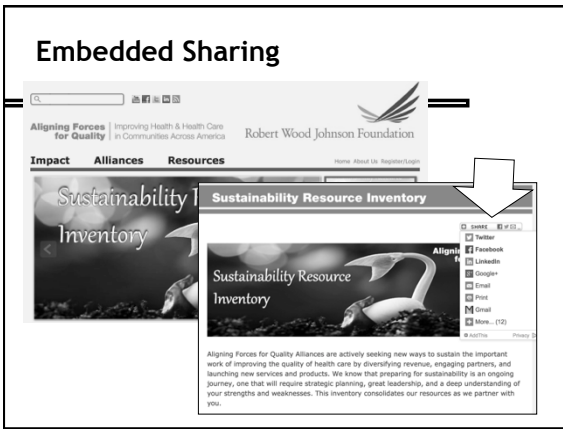




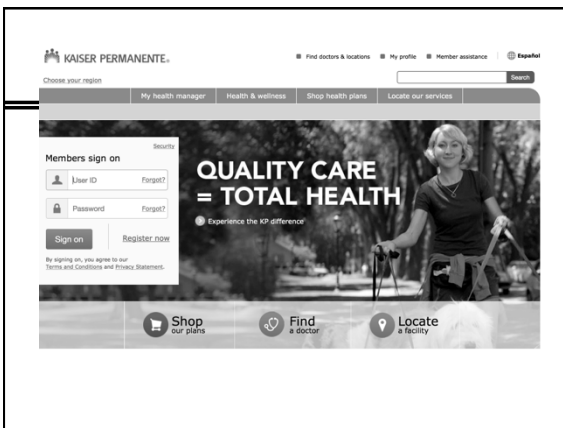




Tips
for
Consumers









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 **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



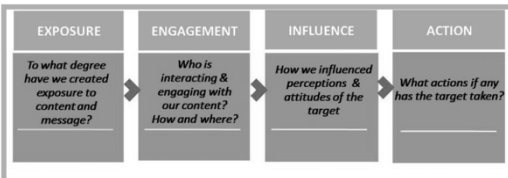
Client-centered storytelling

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

| EXPOSURE | ENGAGEMENT | INFLUENCE | ACTION |
|---|--|---|---|
| To what degree have we created exposure to content and message? | Who is interacting & engaging with our content? How and where? | How we influenced perceptions & attitudes of the target | What actions if any has the target taken? |

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

Define Audiences




Primary/Highest Value

Secondary

Tertiary

Other

Measureable Objective



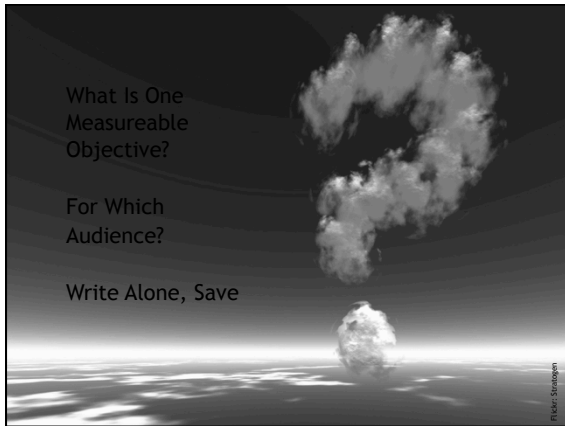
By X date:

X Number of Posts with Comments

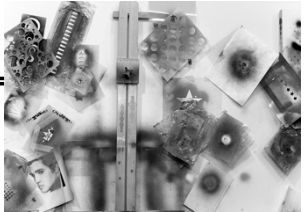
X Number of Comments per Post

X Number of Posts Shared

Can be number, % increase, other



Toolbox



Monthly Report
Quarterly Review
Editorial Calendar
Culture of Content Generation

Flickr photo: Seemingly Late

Monthly Report



Top Content:
Unique Website Visits
Email Clicks
Social Media Engagement

Review Trends Quarterly

Flickr photo: Seemingly Late

Content

Search our site FOLLOW US


LIGHTBOX COLLABORATIVE ABOUT WE WORK WE

Become Your Own Publishing Powerhouse with LightBox Collaborative's 2014 Editorial Calendar

Posted on December 3, 2013 by Renee Alexander — 9 Comments ↓


The 2014 LightBox Collaborative Editorial Calendar has arrived!

When we first launched our Editorial Calendar four years ago we had no idea it would become so popular. Since its release in 2011, our free content scheduling tool has been downloaded and embraced by hundreds of do-gooders and nonprofits across the nation.




Editorial Calendar
<http://www.lightboxcollaborative.com/2014-editorial-calendar>

Content

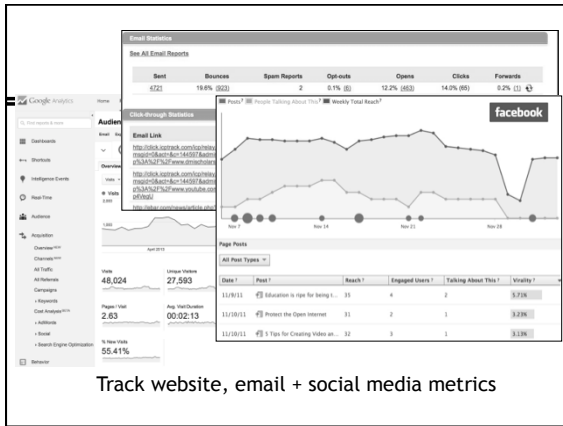


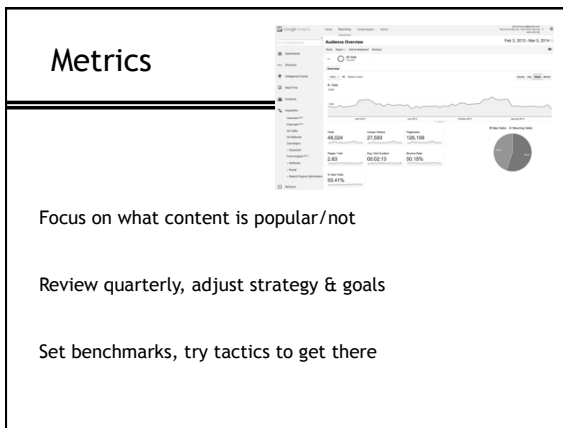
| | | | |
|---------|---------------------------|-------------------|------------------|
| Give | Offers | Discounts & Deals | Contests |
| Advise | Tips | How to | Obstacles |
| Warn | Dangers | News | Coming Soon |
| Amuse | Funny pictures and quotes | Non-offensive | General audience |
| Inspire | Inspirational quotes | Motivate | Coach |
| Amaze | Pictures | Facts | Stories |

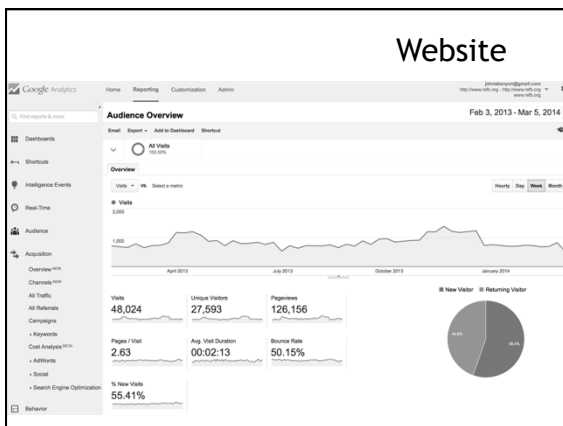
Content Generation Culture

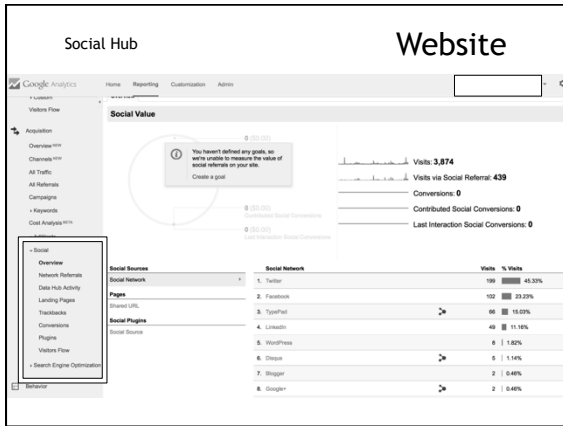


- Management Support
- Coaching & Feedback
- Clear Assignments - Tie to Editorial Calendar
- Nagging

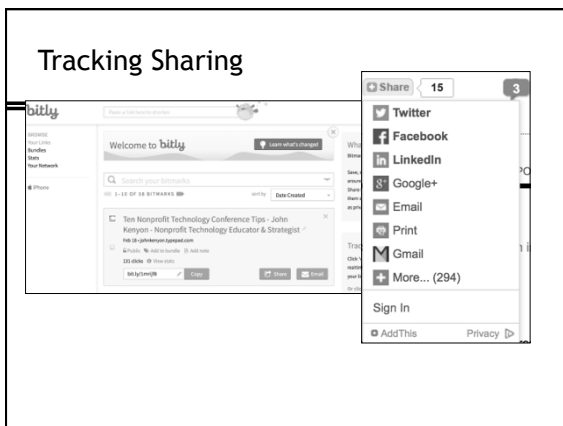


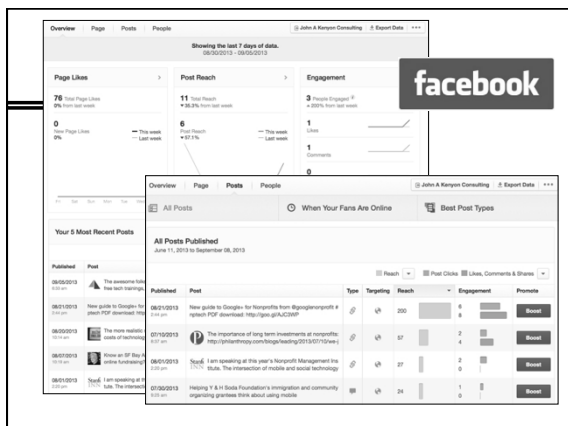




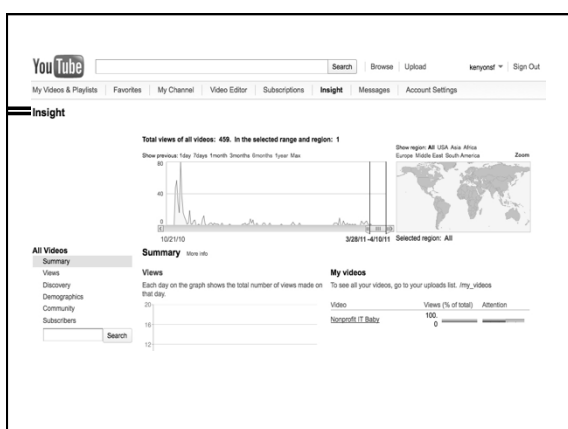


| Email name | Sent | Bounces | Spam Reports | Opt. outs | Opens | Clicks | Forwards |
|--|------|---------|--------------|-----------|-------|--------|----------|
| FCS News - January 2009 | 509 | 14.2% | 0 | 0 | 18.8% | 18.2% | 0 |
| It's Not Too Late For a Great FCS 2008 | 396 | 11.4% | 0 | 0 | 23.9% | 6.0% | 0 |
| FCS Season of Giving | 398 | 11.1% | 0 | 0 | 23.4% | 4.8% | 0 |
| Kids Helping Kids | 384 | 4.9% | 0 | 0 | 24.7% | 1.1% | 0 |
| 6th Annual Fall Luncheon - A Success!! | 389 | 8.3% | 0 | 0 | 24.8% | 14.9% | 0 |
| 6th Annual Fall 2008 Luncheon - Connection | 389 | 4.4% | 0 | 0 | 25.3% | 1.1% | 0 |
| 6th Annual Fall 2008 Luncheon | 343 | 11.4% | 0 | 0 | 25.3% | 3.9% | 0 |












2013
eNonprofit
Benchmarks
Study

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: camboduch18

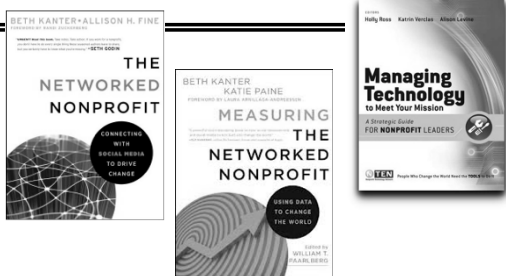
Review

Website
Integration
Tracking
Trends not Snapshots
Learning Loop




Flickr photo: LeCl00

Resources



The image shows three book covers. The first is 'THE NETWORKED NONPROFIT' by Beth Kanter and Allison H. Fine, with a subtitle 'CONNECTING WITH TECHNOLOGY TO DRIVE CHANGE'. The second is 'MEASURING THE NETWORKED NONPROFIT' by Beth Kanter and Katie Paine, with a subtitle 'THREE DATA TO CHANGE THE WORLD'. The third is 'Managing Technology to Meet Your Mission' by Holly Ross, Karim Vercara, and Abhishek Laxkar, with a subtitle 'A Strategic Guide FOR NONPROFIT LEADERS'.

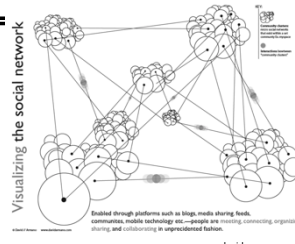
Analytics



The image is a screenshot of the socialmention.com website showing analytics for 'charitywater'. It includes a search bar, filters for sentiment (positive, neutral, negative), a line graph showing mentions over time, and a pie chart showing sentiment distribution. A large number '552' is displayed, likely representing the total number of mentions.

- Social Mention
- Sprout Social
- Sparkwise
- Simply Measured

Question & Discussion



The image is a diagram titled 'Visualizing the social network'. It shows a complex network of interconnected nodes, representing relationships between individuals or organizations. The nodes are represented by circles of varying sizes, and the connections are lines. The diagram is credited to David Armano.

- 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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Dekojame
Dakujeme
Vielen Dank
Paldies
Kiitos
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谢谢
Thank You
Tak
感謝您
Obrigado
Teşekkür ederiz
감사합니다
Σας ευχαριστούμε
Благодарю
Bedankt
Dekujeme vám
ありがとうございます
Tack

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