

# Evaluating Social Media

Beyond the Numbers

Peg Van Patten

73 50K 110 35 72 13.8K 8M  
77 4K 359 20 4 913 7,354 0

# Measurement vs Evaluation ?

- 1. Measurement = collecting data
- 2. Analysis of data
- 3. Insights gained > evaluation
- 4. Strategy



Feed back to beginning in iterative process

Integrate social media evaluation into overall Communication strategy

# Y?

## Step One

- To evaluate success, first ask why are you using social media?
- Define your goals --aligned to Strategic Plans
- Once you have goals, you can define audience; one you know audience you can figure out a way to judge success.

Example: my goal is reaching news media, do I know which journalists use social media?

Strategy: email them and ask, or look for pages after compiling names

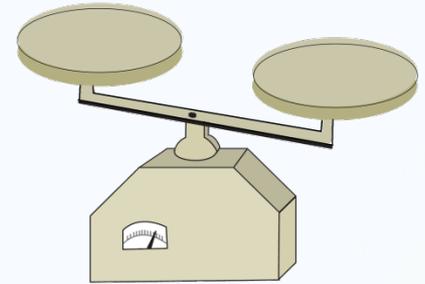
Success: Did I make useful contacts? Were my pitched stories picked up? Did a journalist attend my event? Did I alienate anyone?

# Some example of goals

- Increase awareness/branding of organization
- Make users aware of services offered
- Generate leads for media or new media contacts
- Publicize events to increase attendance

# Keep your mission in mind

- Once content is aligned with your strategic plan, use SMART objectives
- Balance post subjects with your focus areas
- Then use metrics to judge whether or how much social media achieved towards each goal
- Example: goal of publicizing events – posting our shellfish meetings as events on our FB page was not effective. Posting event on topic interest pages instead worked.



# Ways to Collect Data

- Content analysis – sentiment, engagement
- Primary research – web, phone, mail, direct
- Web analytics
  - FB insights, Google Analytics, Twitter stats, etc.
  - Use programs like Sprout Social, Crowd Booster, Hoot Suite – some allow comparisons to peers, others track sentiment and latest topical content

Ads Manager

Download entire issue PDF(1.7MB) or download articles



Connecticut Sea Grant | UConn  
<http://seagrants.uconn.edu/publications/magazines/wracklines/fallwinter12/>

Advertise Your Page

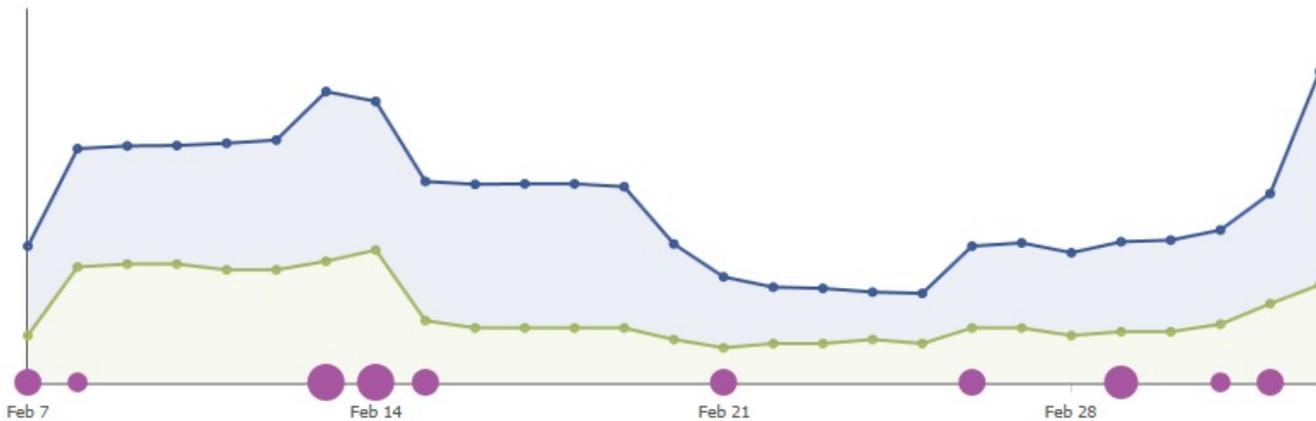
Overview Likes Reach Talking About This Check-Ins

All dates and times are in Pacific Time

Export Data

Total Likes<sup>?</sup> 261 ↑ 1.16%  
 Friends of Fans<sup>?</sup> 127,735 ↓ -0.08%  
 People Talking About This<sup>?</sup> 24 ↑ 118.18%  
 Weekly Total Reach<sup>?</sup> 562 ↑ 200.53%

Posts<sup>?</sup> People Talking About This<sup>?</sup> Weekly Total Reach<sup>?</sup>



Page Posts (Updated 4 minutes ago)

All Post Types

# How do you know what works?

- If SM post points to web site or publication to download, web stats for post day show success if increased
- Look for real engagement (relationships with people), not numbers of Likes, Friends or clicks alone.
- Ask people – we asked attendees at talks
- Profile users
- Insights can come from timing of spikes related to your activities.
- Listen in – monitor your mentions on FB, Twitter, #s, etc.

# What metrics

- Use but don't be limited to quantitative metrics: likes, shares, comments, retweets etc.
- Use only demographics that matter to you.
- Read “Measure What Matters”
- –by Katie Delahaye Paine



# What to do with them

- Metrics like FB insights, Twitter stats, etc. can be compared by timeframe, topic, method of delivery, or compare to similar programs
- Example: goal – increase interest in safe seafood posts by 20% over 6 months.
- Example: goal – increase use of CTSG coastal planting guide pdf by featuring on social media. Check web downloads following posts and compare to other promotion methods. Compare interest in fall post with spring posts, garden site posts etc.

# Engagement/influence

- Engage with power influencers in the topic – those with huge following on specific topic presented
- Share content when missions overlap. Then if it is liked or passed on, count it as success.
- Who took action based on your message? Did anyone benefit? Find out from comments. Give contacts in post.
- Quality trumps quantity – one seaweed grower who says he used our YouTube videos to start a business is worth much more than many clickers who liked it. Weight these.

# Evaluating engagement with weighted scale

Demonstrated behavior (5)

Positive sentiment expressed (4)

Repeat visitors,  
comments,  
followers (3)

Retweets,  
shares, reposts,  
hashtag use (2)

Likes, clicks,  
unique visitors  
(1)

Impressions (1)

# Create a dashboard or spreadsheet

- Compile and compare success of your various social media methods
- If multiple people on your team post (e.g. extension staff in FL) a dashboard can compile people, posts and platforms
- Tracking the parameters that matter consistently allows comparisons and reveals trends

Smart Inbox

Archive



TheTwoOhThree is now following [ctseagrant](#) on Twitter.

Followers 45 / Following 757 / The 203

Bio: The Two Oh Three tweets! Find out About local updates and events right here. #203 #CT #unitethetwoohthree

New Follower Alert 1 hour ago



The 2014 Northeast US Aquaculture Management Guide is out now, h/t Tessa Getchis: editor, [@ctseagrant](#) member & UC Ext [bit.ly/W6DpDC](http://bit.ly/W6DpDC)

UConnAGNR 1 day ago



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UConnAGNR 1 day ago



Diatom Drama and Superior's History: [seagrant.noaa.gov/News/Fe...](http://seagrant.noaa.gov/News/Fe...)

[ctseagrant](#) sent 1 day ago



You might be aware that tiny diatoms are the base of aquatic and ocean food webs, but maybe you didn't know they can reveal history too, and have many practical uses. To find out about "Superior History" (hint- a lake) here's a great new NOAA Sea Grant story.

<http://seagrant.noaa.gov/News/FeatureStories/TabId/268/artmid/715/articleid/271/Diatom-Drama-and-Superior%E2%80%99s-History.aspx#.VAXWE1eLcuk.facebook>

seagrant.noaa.gov

Breweries, cough syrup, toothpaste, paints, polishes, ... concrete, animal feed, fertilizers, ... dynamite. It is astounding where the remains of diatoms can be found. One might say that many of the wheels making modern life go 'round are studded with the vacant shells of these tiny phytoplankton, w...

Connecticut Sea Grant wall post on Connecticut Sea Grant 1 day ago



National Radio Day has passed but everyone in hurricane country --or other extreme weather pattern locations--needs a NOAA Weather Radio. Seriously.

PROFILES

- Connecticut SeaGrant
- Connecticut Sea Grant
- Connect a Profile

MESSAGE TYPES

- Mentions
- Direct Messages
- Retweets
- New Followers
- Wall Posts
- Comments
- Private Messages
- Include Sent Messag...

BRAND KEYWORDS

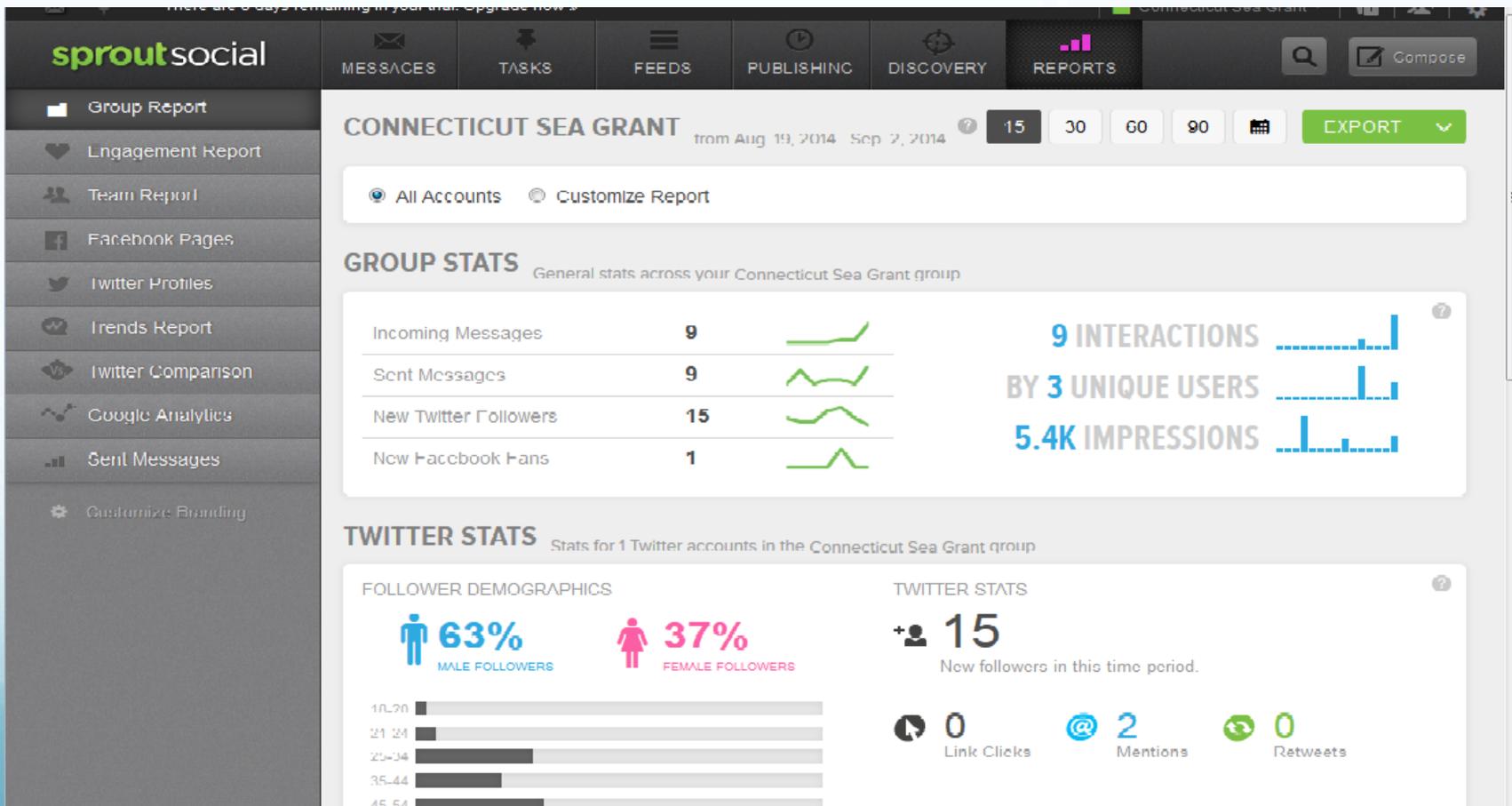
- "Connecticut Sea ...
- Northeast Risk Mit...
- seagrant
- Add Keyword

# Spreadsheet or table

- Include timeframe
- Include channels utilized
- Include reach, impressions, etc.
- Sentiment and engagement
- Impact and influence
- Other methods used (e.g., podcasts, press release)
- See sample **Transparency and Methodology Standard Table**: [www.amecorg.com](http://www.amecorg.com)



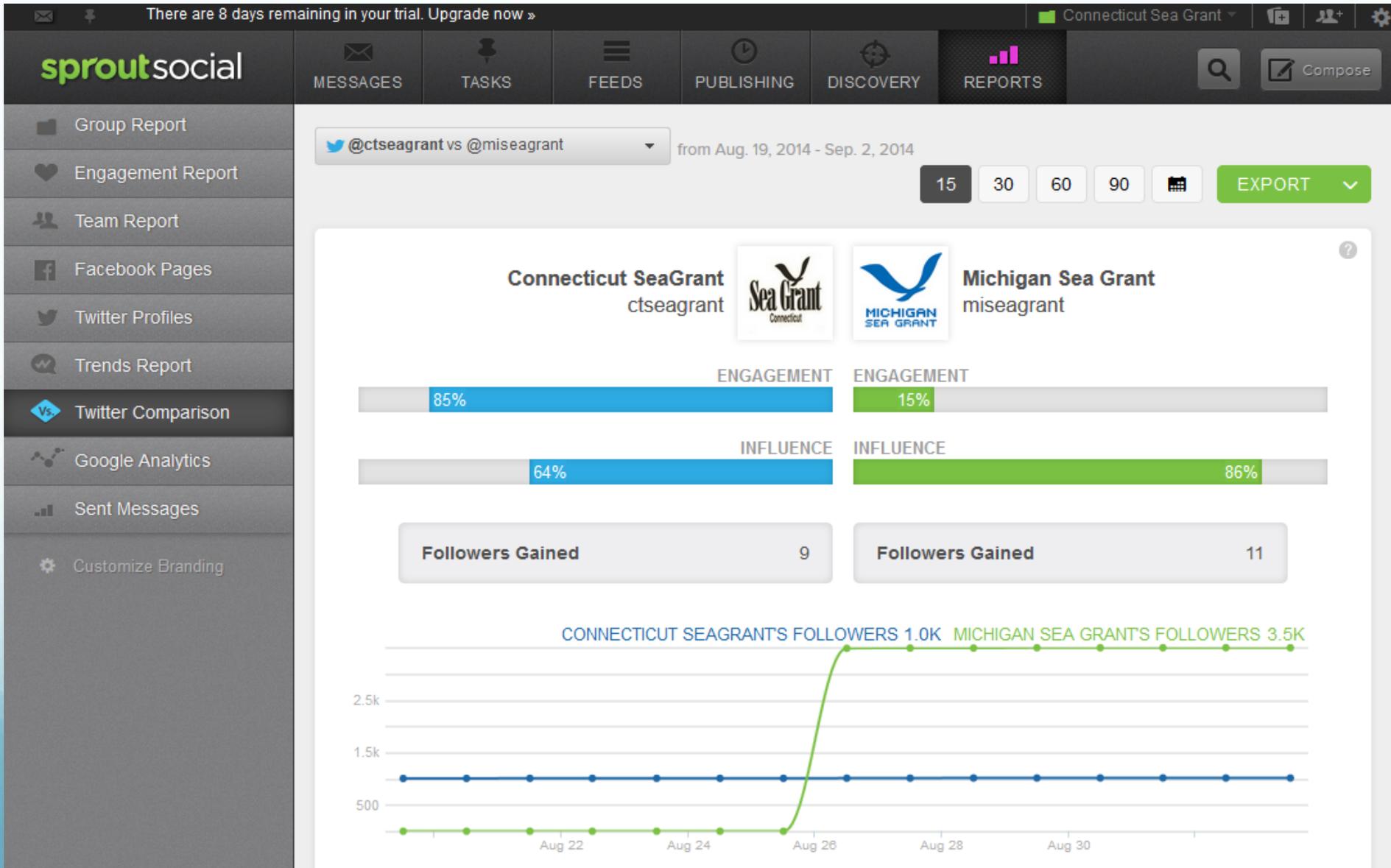
# Sproutsocial dashboard



The dashboard shows the following data for the Connecticut Sea Grant group:

- GROUP STATS:**
  - Incoming Messages: 9
  - Sent Messages: 9
  - New Twitter Followers: 15
  - New Facebook Fans: 1
  - 9 INTERACTIONS BY 3 UNIQUE USERS
  - 5.4K IMPRESSIONS
- TWITTER STATS:**
  - FOLLOWER DEMOGRAPHICS:**
    - 63% MALE FOLLOWERS
    - 37% FEMALE FOLLOWERS
  - TWITTER STATS:**
    - 15 New followers in this time period.
    - 0 Link Clicks
    - 2 Mentions
    - 0 Retweets

# Let's Compare...



# Making Choices

- Evaluation should also help you decide how much of your time and budget should be devoted to social media

What portion of your stakeholders depend on social media?

Example: CTSG found that in one target stakeholder group, shellfish growers, very few used social media and in some cases, did not use the Internet at all for marketing. (survey at shellfish meetings, email, and personal asking)

Evaluation > Action: we use another way to interact with *this* group now, and Extension will hold an Internet training session for them on using social media and web sites for marketing!

# Evaluation > OPM

CTSG FB page: 50 views, 395 likes

Evaluation of this metric led to action –  
use OPM for broader exposure

UConn Instagram: 11,277 followers  
AquaKids TV Series 50,000+



# Use OPM

- Use Other Peoples Media - sometimes most important tracking numbers are NOT YOURS
  - especially effective for groups and small programs
  - use group interest pages including topics and towns or counties
  - University and others' social media reach may be greater than your own. Own it!

