

# Social Media Monitoring and Measurement

## ***How to measure the success of social media efforts?***

How can you tell if it is worth it? A measurement process can help you track the results of your efforts to communicate hard and soft data. By mixing these two types of measurements, you will see what is and is not working within your social media strategy. You also will be able to discover trends, new influencers in your community, and different channels and places online to connect with those you serve. Here are some examples of hard and soft data:

<b><i>Hard Data</i></b>	<b><i>Soft Data</i></b>
<ul style="list-style-type: none"> <li>Number of newsletter subscribers</li> <li>Number of followers on Twitter or fans on Facebook</li> <li>Staff time saved by using social media</li> <li>Cost savings from using social media</li> <li>Donations</li> <li>Increased rank in Google and Yahoo! search engine results</li> <li>Increased coverage in newspapers, TV news, and online</li> </ul>	<ul style="list-style-type: none"> <li>Engagement and interaction with those you serve</li> <li>Reputation</li> <li>Loyalty</li> <li>Satisfaction</li> <li>Sentiment—positive or negative feedback in media coverage</li> <li>Feedback from those you serve</li> </ul>

Now that you know what kind of information to look for, you need to learn how to find it and where to look. There are a number of free online tools that can help you identify these data quickly and easily; a few examples of these tools are included at the end of this chapter.

Keep in mind that since these tools are free, they are not always 100 percent accurate. This is especially true if they try to determine whether a piece of content is positive or negative. These free tools are great for quick data collection, but be sure to experiment and find the tool that works best for your needs.

## ***How do I showcase and communicate our social media success?***

Once you have the measurement metrics in place, use them to tell the story of your social media strategy. One way to do this is by writing a case study. Write out the challenges your organization faced before using social media, the solutions you created with social media, and then the results.

Once you have the case study, share it with your colleagues and partners to illustrate the value of social media. Doing so will not only highlight your work but also may provide you with more support to further incorporate social media tools into your organization's projects.

### **The following social media tools are free to use and can help measure your social media activities:**

**Facebook Insights:** A tool to monitor engagement and influence on your Facebook page. As page administrator, you can access data about your page from the Facebook Insights dashboard. The data includes statistics such as daily and monthly active users, daily new "likes," daily interactions like comments, the geographic location of your visitors, external referrals, internal link traffic, and more.

**Klout:** Provides a summary of your organization's social influence by displaying a ranking that factors in your reach and impact on Twitter, Facebook, and LinkedIn.

**Bit.ly URL Shortener:** Bit.ly not only shortens your URL, but also offers analytics and click data for every link shortened.

**Advanced Twitter Search:** The advanced features can be used to find tweets about yourself and your organization.

**YouTube Insight:** Enables you to view detailed statistics about the number of views and popularity for the videos you have uploaded to YouTube. NOTE: You need to have a verified YouTube account to use this feature.

**Flickr:** Flickr provides metrics that enable you to see statistics such as views for your photos, sets, and galleries separated under categories such as today, yesterday, and all-time. It lets you know about your most viewed photos, and also tells you how many have received comments.

**Social Mention:** A free social media analysis platform that enables you to easily track and measure what others are saying about you online by monitoring more than 100 social media sites, including Twitter, Flickr, and YouTube.

**Technorati.com:** The leading blog search engine and directory, Technorati.com indexes more than a million blogs. Technorati.com tracks not only the authority and influence of blogs, but also the most comprehensive and current index of who and what is most popular in the Blogosphere.