

SOCIAL CHANGE COMMUNICATIONS

NONLINE

see, say, feel, do

SOCIAL MEDIA METRICS THAT MATTER

the three stages of social media adoption

When social media first burst on to the scene, it was the new new thing. But today, social media has reached the awkward “tween” years for many organizations. Here are the three common stages of social media adoption:

STAGE 1: URGENCY.

“Everyone’s doing it. We need to do be doing it. Set up a Facebook page. And start tweeting!”

STAGE 2: EXISTENTIAL HANDWRINGING.

“Wait, what are we doing here? We’ve gotten some fans and followers but are we really attracting more donors and members this way?”

STAGE 3: DISAPPOINTMENT.

“This social media thing is a bust. It takes a ton of time, and I’m not sure we’re getting enough out of it.”

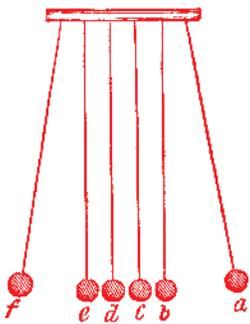
If these three stages sound familiar to you, you are not alone. This guide is designed to help disrupt these three stages so you reach a new stage where social media is not only integral to your overall communications strategy, but essential to measuring the return on investment (ROI) of your communications efforts.



INVESTMENT WITH RETURN

One of the great promises of the digital age was the ability to definitively determine the return on investment (ROI) of any marketing or communications activity. Gone are the days of the “spend, hope, and guess” approach to media. Thanks to digital technology, we are now able to draw a straight line between placement, action, and conversion. Determining ROI has never been simpler.

This was the promise, anyway. Yet the number one question with any digital investment remains: “What is the ROI?” and the number one answer is still usually, “Uh, it’s complicated.” It has only become more complicated with the rise of social media with its time-intensive requirements and squishy metrics.



Before you start measuring, you need a social media strategy that you can measure against. The greatest obstacle to determining ROI doesn’t happen on the back end once you’ve collected mounds of user engagement data like RTs, bounce rates, and the number of “Likes.” The main obstacle to determining ROI comes from a failure to define the “R” on the front end. What is the return you are trying to create? Without knowing what you are trying to accomplish, it’s impossible to measure your success.

THE METRICS THAT MATTER

It is tempting to imagine social media as its own communications island where Twitter Follower counts are valuable currency that can be exchanged for internal high-fives. In this scenario there is no way to exchange social media coins for broader communication or marketing dollars. But who cares when you can boast 50,000 likes on your Facebook Page.

This is the wrong approach for three reasons: 1) it doesn’t acknowledge the complete media consumption behavior of your target audiences; 2) it cuts off feedback loops that can be mined for insights that will improve engagement and returns, and 3) it limits the reach and impact of your broader communications.

In other words, social media is not an island. It’s part of a larger continent of media that we don’t balkanize. When was the last time you thought to yourself, “Think I’ll spend some time on social media, then take a quick break to enjoy some tactile legacy media before I settle into my favorite broadcast medium.” People consume information without regard to medium and share content and action without consideration of platform. And they’re doing this increasingly across multiple media at the same time.

the plan

So, rather than thinking about metrics in terms of social media metrics versus traditional media metrics, focus holistically on your goal and then identify the indicators that reveal whether your tactics are working to help you achieve your goal.

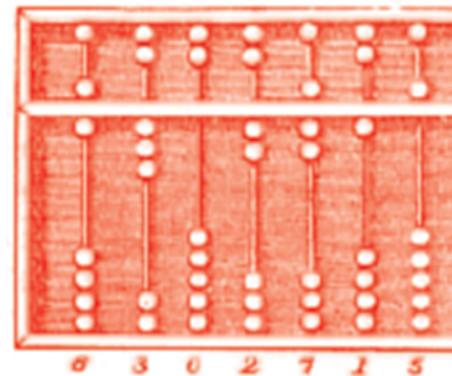
To that end, Fenton has created a system for planning and reporting communications and marketing campaigns we call SEE, SAY, FEEL, DO. This approach will help you:

- + Keep your eye on your ultimate communications goal;
- + Determine where individual metrics fit into your overall plan; and
- + Monitor, evaluate, and adjust your efforts at each level to maximize return

PLAN AND THEN MEASURE

This guide is meant to help you track the performance of your various communications and marketing tactics against your broader goals. Of course, this assumes your tactics were conceived with your goal in mind. If this is not the case, this guide will help you spot where your efforts are coming up short and help you plan future campaigns so all your efforts are goal-oriented.

We recommend a SEE, SAY, FEEL, DO reporting structure for each of your broad organizational goals and for each campaign you launch. Not all efforts will demand the same level of detail or the same range of tactics, but your approach should be the same.



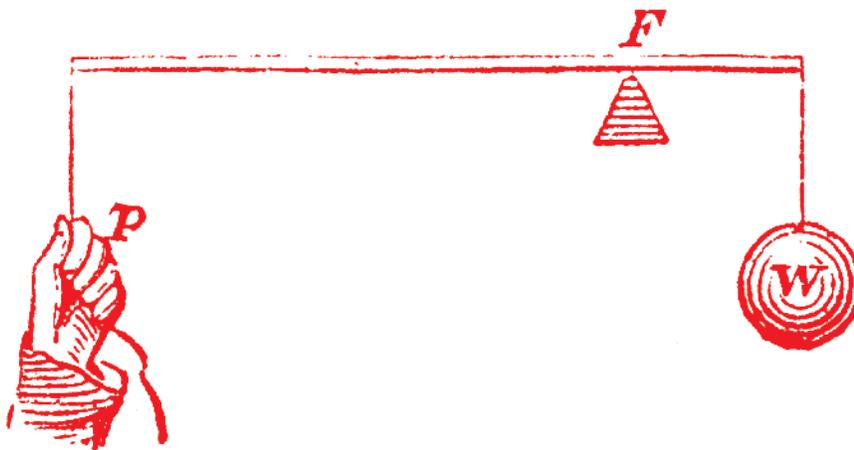
DO metrics

The first metric to consider is your conversion goal. Every communication and marketing effort should be driving people to do something – or “convert” into action. We call this metric the DO metric because it’s the thing you want people to DO. All your tactics should be focused on serving this metric. You can add your DO metrics to Section A, as seen on page 9.

DO METRICS COULD INCLUDE:

- + Donations
- + Event attendance
- + Volunteerism
- + Advocacy actions
- + Membership
- + Sales

For each DO metric there are specific conversion-related KPIs (key performance indicators) that should be grouped with the broader DO metrics in your reporting. Let’s say your DO metric is securing donations. DO KPIs will help you determine if your tactics are converting potential donors or driving them away. Sample donation KPIs could include: referral traffic sources, as well as the number of unique visitors, the bounce rate, and the interval of time spent on the donation page.



SEE metrics

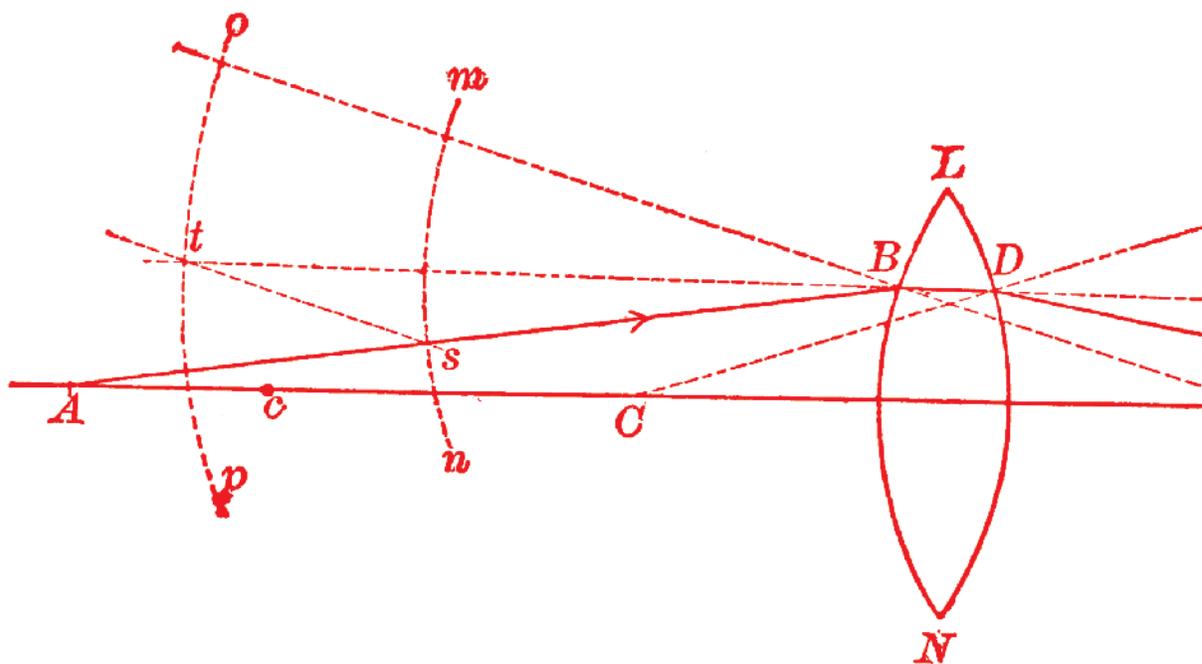
Once you know your audience, it's critical that you get your message in front of them. The audience needs to be exposed to your brand and messaging before they are able to DO. We call this the SEE metric.

SEE tactics are critical to helping you achieve your goal, and SEE metrics are an important indicator of success, but they represent potential exposure. People may need to be exposed multiple times to your messages before they become aware and motivated to act. You can add your SEE metrics to Section C, as seen on page 9.

SEE METRICS COULD INCLUDE:

- + Facebook Page Like totals
- + Email sign-ups
- + Earned media impressions
- + Twitter Follower totals
- + RSS subscriptions
- + Website traffic
- + Advertising impressions

Many would argue that a Facebook Page Like, a Twitter Follower, a website visit, and an email sign-up represent a level of engagement beyond traditional media impressions. They would be right. We include them as SEE metrics because once someone establishes a direct connection to your messaging you must now compete with noisy Facebook Walls, Twitter Feeds, and inboxes. All awareness bets are off until they actually engage with your content.



SAY metrics

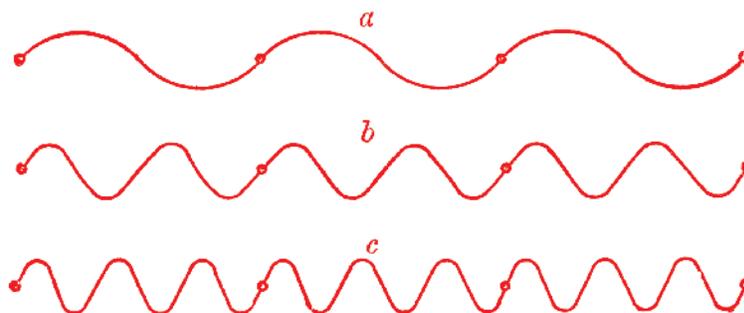
In the past, SEE metrics were the defining indicator of PR and advertising success. The circulation of newspapers, the ratings of a TV show or radio program were the big wins that hopefully translated to conversions. The Internet has allowed us to draw a direct line between exposure and conversion, but often there is a vast middle stage that has become the hallmark of the new media and social media experience. This middle stage is often referred to as engagement. People are aware of your messages, they are interested in what you have to say, and now they can interact with your brand in a way that will motivate them to act or reinforce the action they have already taken. Sadly, this middle stage is where most social media efforts begin and end.

Engagement can be broken down to two metrics: SAY and FEEL. Each is an indicator of engagement and should be pointing people toward your goal.

SAY metrics are when people take your messages and repeat them verbatim across their networks. These engagements are clear indicators that people are responding to your messages and turning into messengers for your ideas and mission. SAY metrics are great indicators of messaging successes and failures and a great way to identify champions of your cause for specific outreach. You can add your SAY metrics to Section B, as seen on page 9.

SAY METRICS COULD INCLUDE:

- + Facebook content Likes
- + Twitter Retweets
- + Google +1s
- + Facebook Shares
- + Email forwards

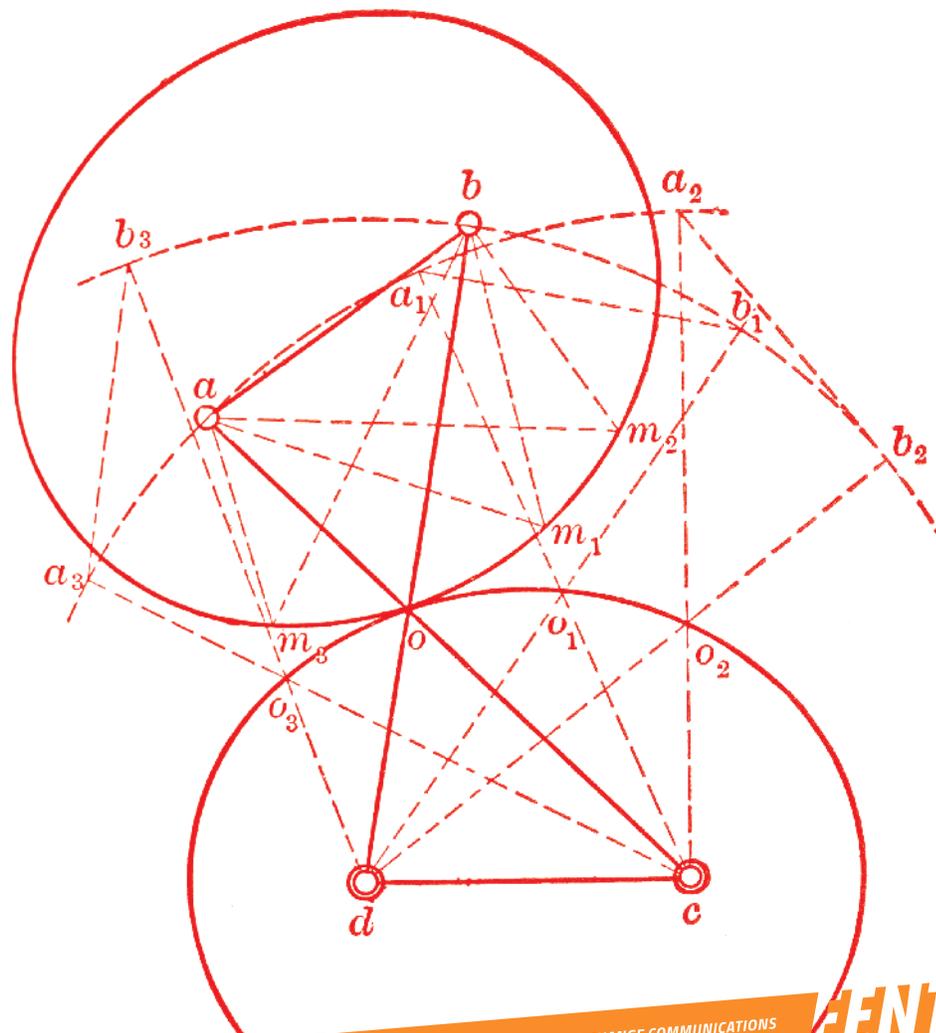


FEEL metrics

FEEL metrics take SAY metrics one step further. A FEEL metric captures instances when people engage with your messages or content, internalize your messages, and add their two cents. In the social media world this is often referred to as sentiment. How someone feels about your brand is valuable information, but equally valuable are the words they use to respond and the specific things they are responding to. You can add your FEEL metrics to Section B, as seen on page 9.

FEEL METRICS COULD INCLUDE:

- + Facebook Shares with personalized messages
- + Twitter Retweets with personalized messages
- + Facebook Comments
- + Blog comments



what do the numbers mean?

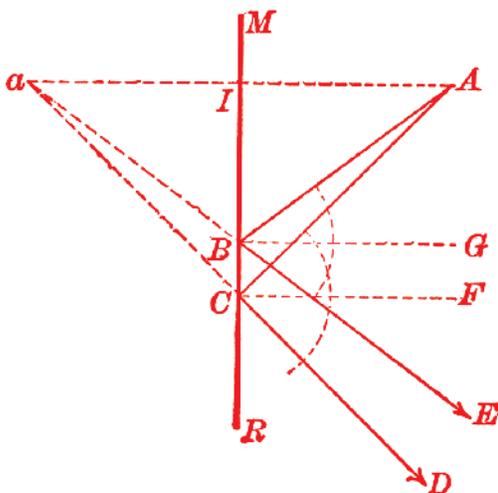
There are plenty of tools that allow you to spit out reports of week-over-week changes in Page Likes, RT totals, and web traffic. Some tools help you determine sentiment. Most of these tools are just calculators with fancy charts. Don't fall into those shallow waters.

Any social media manager worth their salt should provide context beyond the raw numbers and the basic analysis of whether people are positive, negative, or neutral to your brand. Social media reports should include insights and analysis to give the numbers meaning. For each SEE, SAY, FEEL and DO metric, ask these four questions:

- + Who is engaging?
- + What are they responding to?
- + What are they saying?
- + What does it mean? (This is where you really need to fire up the interpretive part of the brain.)

Numbers by themselves can be misleading. One global client was excited about their Facebook Page Like count total until we did an audit of the Facebook Insights (Facebook's metrics tool). Their primary donor audience was 35- to 54-year-old women in the US, but their Facebook audience was largely 18- to 24-year-old women in India. This finding made them rethink their outreach and content strategy – and what they fundamentally wanted their Facebook Page to do.

What people choose to respond to can be an invaluable insight. If you put out a report with a headline that focused on a key stat, and people Tweet much more about a compelling story in the report, you may want to adjust your outreach approach midstream and lead with the story instead.



Additionally, the specific words people use and the tone of their response can inform every aspect of your communications and marketing efforts.

These insights are where social media and the staff responsible for pushing out your story and message earn their stripes.

metrics report

Now that you have a new way to structure your metrics reporting, we recommend creating a regular report for your colleagues (daily, weekly, or monthly) to help them understand what's working and, most importantly, why it's working.

Remember, reporting out metrics without providing analytical insights is like toast without butter. If you are just reporting the numbers, you are only doing half the job.

Following, we provide a sample metrics report for a donor campaign and a blank template to get your started on your own reporting.

A	B	C
DO	SAY	FEEL
<p>Donations</p> <ul style="list-style-type: none"> + Total Donations + Increase from previous month + Average donation size <p>DO KPIs</p> <ul style="list-style-type: none"> + Top referrers to donation page + Donate page bounce rate 	<p>Earned Media</p> <ul style="list-style-type: none"> + Total impressions + % Change <p>Paid Media</p> <ul style="list-style-type: none"> + Total impressions + % Change <p>Facebook Page</p> <ul style="list-style-type: none"> + Total Page Likes + % Change <p>Twitter</p> <ul style="list-style-type: none"> + Total Twitter Followers + % Change 	<p>Twitter</p> <ul style="list-style-type: none"> + Total RTs + % Change <p>Facebook Page</p> <ul style="list-style-type: none"> + Total Likes + % Change <p>+ Total Shares</p> <ul style="list-style-type: none"> + % Change <p>Facebook Open Graph</p> <ul style="list-style-type: none"> + Total Likes on external content + % Change <p>Email</p> <ul style="list-style-type: none"> + Total email forwards + % Change <p>Google+</p> <ul style="list-style-type: none"> + Total +1s + % Change
SEE		
<p>Earned Media</p> <ul style="list-style-type: none"> + Total impressions + % Change <p>Paid Media</p> <ul style="list-style-type: none"> + Total impressions + % Change <p>Facebook Page</p> <ul style="list-style-type: none"> + Total Page Likes + % Change <p>Twitter</p> <ul style="list-style-type: none"> + Total Twitter Followers + % Change 		
Insights	Insights	Insights
<p>Why are people leaving donation page without donating?</p> <p>What internal/external referrer is driving the most traffic to the donation page?</p> <p>How can we increase average donation size?</p> <p>Is advertising driving sufficient donations?</p>	<p>Who is showing interest in our communications?</p> <p>Are there key influencers we need to follow up with?</p> <p>Are there new audiences responding?</p>	<p>What specific content are people responding to?</p> <p>Is this engagement driving donation conversions?</p> <p>What words are they using and what can we learn from it?</p> <p>Is response positive or negative?</p>

* Analysis from other appropriate platforms such as Google+, Tumblr, LinkedIn, Reddit, etc. should be added as needed

metrics report

DO	SAY	FEEL	SEE
Insights	Insights	Insights	Insights

* Analysis from other appropriate platforms such as Google+, Tumblr, LinkedIn, Reddit, etc. should be added as needed

SOCIAL CHANGE COMMUNICATIONS

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