



Social Media Metrics – Part I

**If you can't measure it,
you can't manage it.**

-Attributed to Peter Drucker



What should we measure?

The answer is always the same:

It depends on your goals.

(And your objectives, tactics and audience.)



Some Starting Points

- Breadth: Number of fans, followers, subscribers (esp. in your target audience/demographics)
- Breadth: Reach and/or Impressions
- Depth: Interactions and Consumption (comments, shares, click-throughs, RT's, mentions, views, etc.)
- Depth: Referred Web Traffic and Conversions (requesting more information, subscribing to a newsletter, etc.)

Make a Feedback Loop



Basic Tools You Have Already

- Facebook Insights
- Twitter Analytics
- Analytics built into other platforms
- Third-party tools (free and paid)
- Google Analytics
- Analytics related to advertising

Make a Feedback Loop



“It is the **relationship with people**, the development of mutual confidence, the identification of people, the **creation of a community**. This is something only you can do. **It cannot be measured or easily defined**. But it is not only a **key function**. It is one only you can perform.”

-Also attributed to Peter Drucker



When you can't measure, monitor.

- Document notable events (aka case studies)
- Information people consistently ask for
- Recon: Perceptions of your unit and things you can improve
- Information about the types of content your audience wants
- Information your unit can use for other business purposes (e.g. grant announcements)

Make a Feedback Loop

