

Lesson 6 of 8

Measurement | Math**A social media strategy is only as successful**

as the impact it drives for a brand. Identifying social business goals is the first step. Once social business goals have been defined, the next step is identifying how to regularly measure outcomes. Social measurement is critical to reporting business results and uncovering insights on what's working, what needs to be changed, and what can be learned to inform a more impactful strategy. Key areas of measurement depend on specific business goals and may change over time as programs mature.

Benchmark audience size and reach

The size of your social network is akin to other business databases you maintain. It's the entirety of the audience you can reach with your activity, and it represents the group of people who have proactively opted in to maintaining a relationship with you. Benchmarking and tracking the size of your networks is a good indicator of awareness and interest in your brand. Tracking reach—or impressions—of your activity uncovers how visible you are to your existing audience and others. Reach is also a good indicator of content performance, more highly engaging posts will be surfaced to more audience members.

Evaluate engagement and interactions

Each interaction made by community members is a small signal of resonance with or interest in your brand. In aggregate, these individual interactions comprise overall brand engagement and signal digital endorsement and brand affinity. Engagement ranges from low-touch interactions such as Likes, Favorites and Repins to higher-value interactions like comments, shares and clicks. Tie these metrics tie back to social goals and track them in an ongoing manner to

highlight engagement trends and identify opportunities for optimization.

Define and report conversions

If social engagement signifies interest, certain social actions track an elevated set of meaningful behavior signifying intent. Based on your brand's goals, conversion activities might include referring traffic to your website, form completion on or from social channels, redemptions of social-sourced offers or direct sales driven from social activity. Defining and integrating conversion metrics within your social measurement framework enables reporting on social's impact to your brand's bottom line.

Track Team Activity

As social programs grow, so do the number of contributors and social activities. The most mature social programs are managing tens, if not hundreds, of social accounts and team members.

Tracking the activity of each of these groups allows brands to measure the results of social and identify who and what is driving the most impact. It also enables companies to benchmark and track social adoption patterns across the organization, as the goal of building a social business becomes a growing priority.

“There are two possible outcomes: if the result confirms the hypothesis, then you've made a measurement. If the result is contrary to the hypothesis, then you've made a discovery”

- Enrico Fermi