DEFINING AND MEASURING SOCIAL MEDIA SUCCESS

Collective Impact
Sparkplug Session
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SESSION DESCRIPTION

Most of us are on Facebook, and some of us are on Twitter, Instagram, and more, but are we using those platforms as effectively as possible to promote our art or arts organization – and, just as importantly, to interact with the greater arts community? Do you have specific goals with regards to social media? If you don't, what might some goals be? And in what ways and with what tools can you measure social media success? In this session we'll share ideas for taking our social media efforts to a new level – and measuring those efforts.

INTRODUCTIONS

- Poet, writer & teaching artist
- First career in software/technology for 20+ years
- Blogging and social media experience
  Business | Non-profit causes | Arts

- Participants, are you interested as
  Arts organization? | Educator? | Individual artist?
- What's your level of social media experience?

WHAT IS SOCIAL MEDIA SUCCESS?

You get to decide! But a key is aligning your social media goals with your greater personal or organizational goals. You may want to include

- Engagement & awareness
- Developing and maintaining donors/customers
- Building your email list
- Leadership/subject matter expertise/passion
- Contributing to relevant conversations in general - Collective Impact!
- Sales (of artistic product, tickets, etc.)

HOW DO WE MEASURE SOCIAL MEDIA SUCCESS?

We must track metrics on a regular basis.

- Number of friends/followers; likes/favorites
- Number and quality of comments, conversations
- Size and open/click rates on your posts and emails
- Re-shares of your posts and emails
- Other social mentions, press or opportunities that arise from your social media presence
- Financial impact - on sales, donations, marketing costs

HOW DO WE MEASURE SOCIAL MEDIA SUCCESS?

Use tools to collect metrics

- Platform-supplied metrics and tools
- Third party social media management tools
    - Dashboards
    - Link shorteners
    - Schedulers
- You may want to combine and save your metrics in a spreadsheet
- At least download your reports to save
- Change your date ranges when possible to generate monthly, quarterly, annual reports

BE INFORMED BY YOUR METRICS

Example from Twitter

BE INFORMED BY YOUR METRICS

What made this a success? Subject matter? Actual image? Hashtags? Account tagging?

★ TOP TWEET

Happy birthday Flannery! Young Flannery O'Connor reading (intently) as a child. http://buff.ly/10ENpmB via @pinterest #southernlit
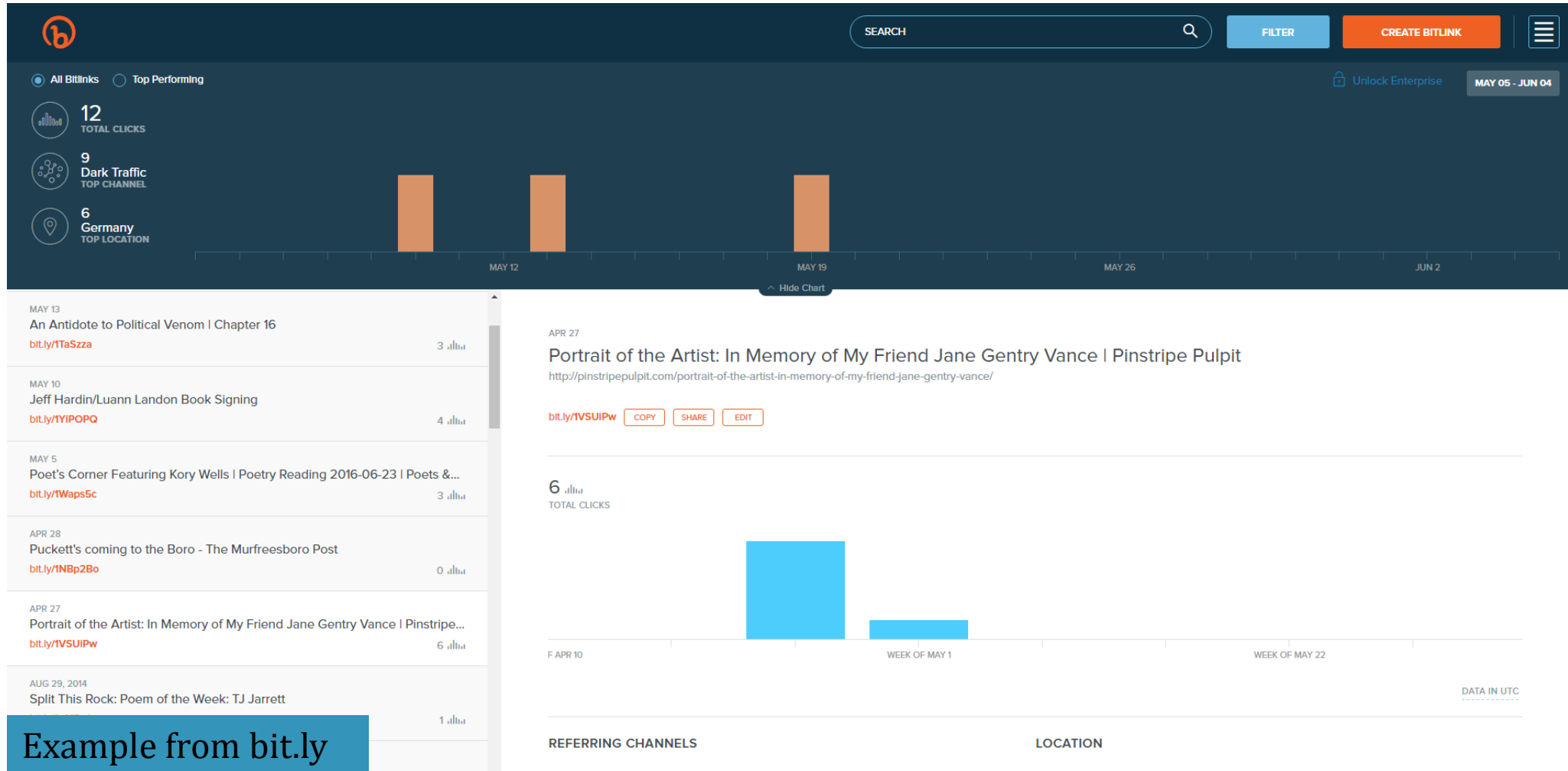
MAR, 25TH AT 8:07 AM   via Extension

| **3** Retweets | **0** Likes | **0** Mentions | **2** Clicks | **3.9k** Potential |

Re-Buffer

Example from Buffer

BE INFORMED BY YOUR METRICS

Example from bit.ly

BE INFORMED BY YOUR METRICS

- Note that you can set date ranges for this report
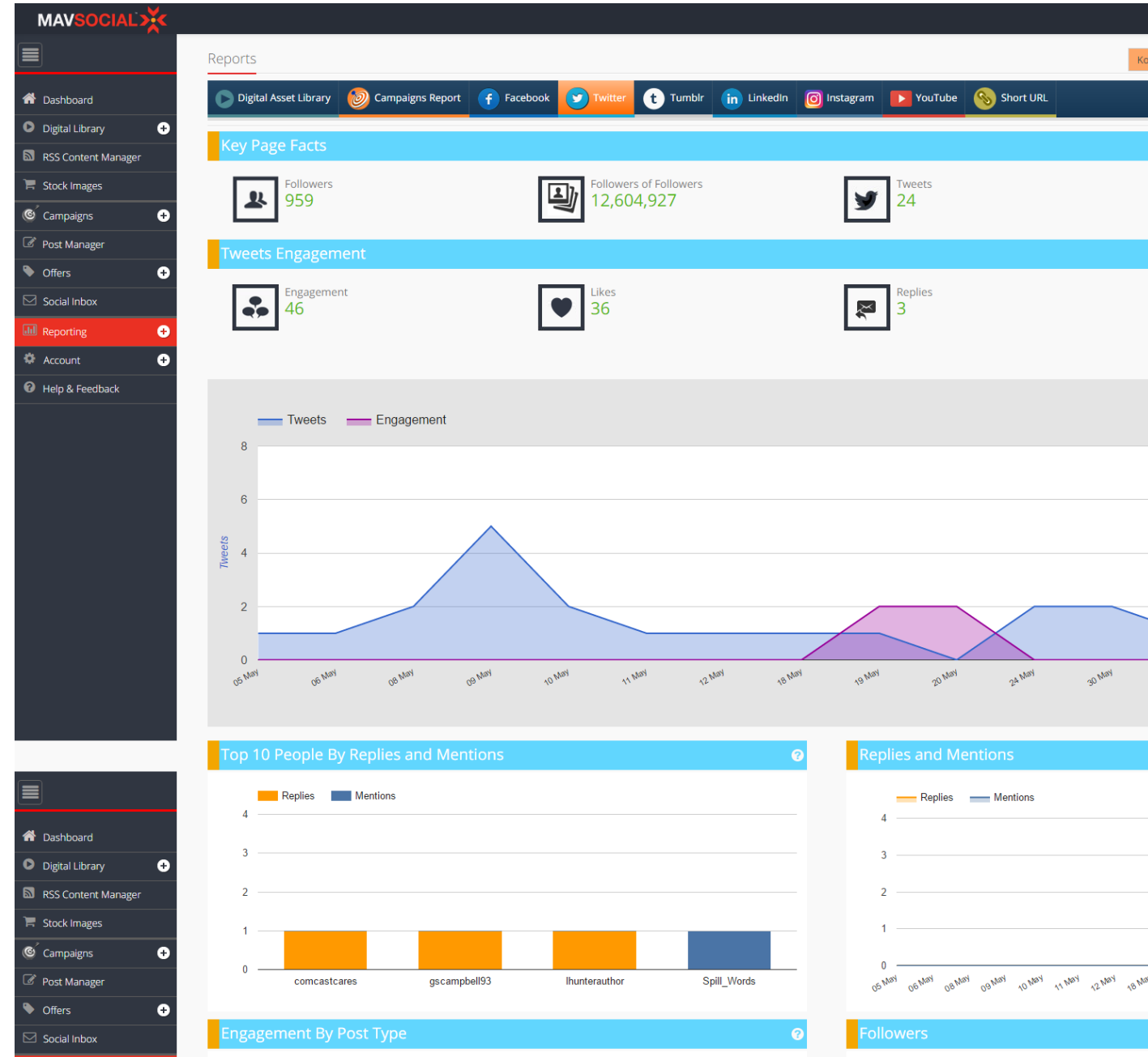- Most HootSuite reports require a paid subscription

Example from HootSuite

BE INFORMED BY YOUR METRICS

- More extensive reporting by platform and campaign
- Let's look at this in a pdf

Example from MavSocial

TECHNOLOGY TOOLS

- ## News and keyword monitoring

  Google Alerts, mention.net (no free option), hashtag/keyword monitoring within social dashboards

- ## Reading apps

  Pocket/getpocket.com, Pulse, FlipBoard

- ## Online graphic design, animation design
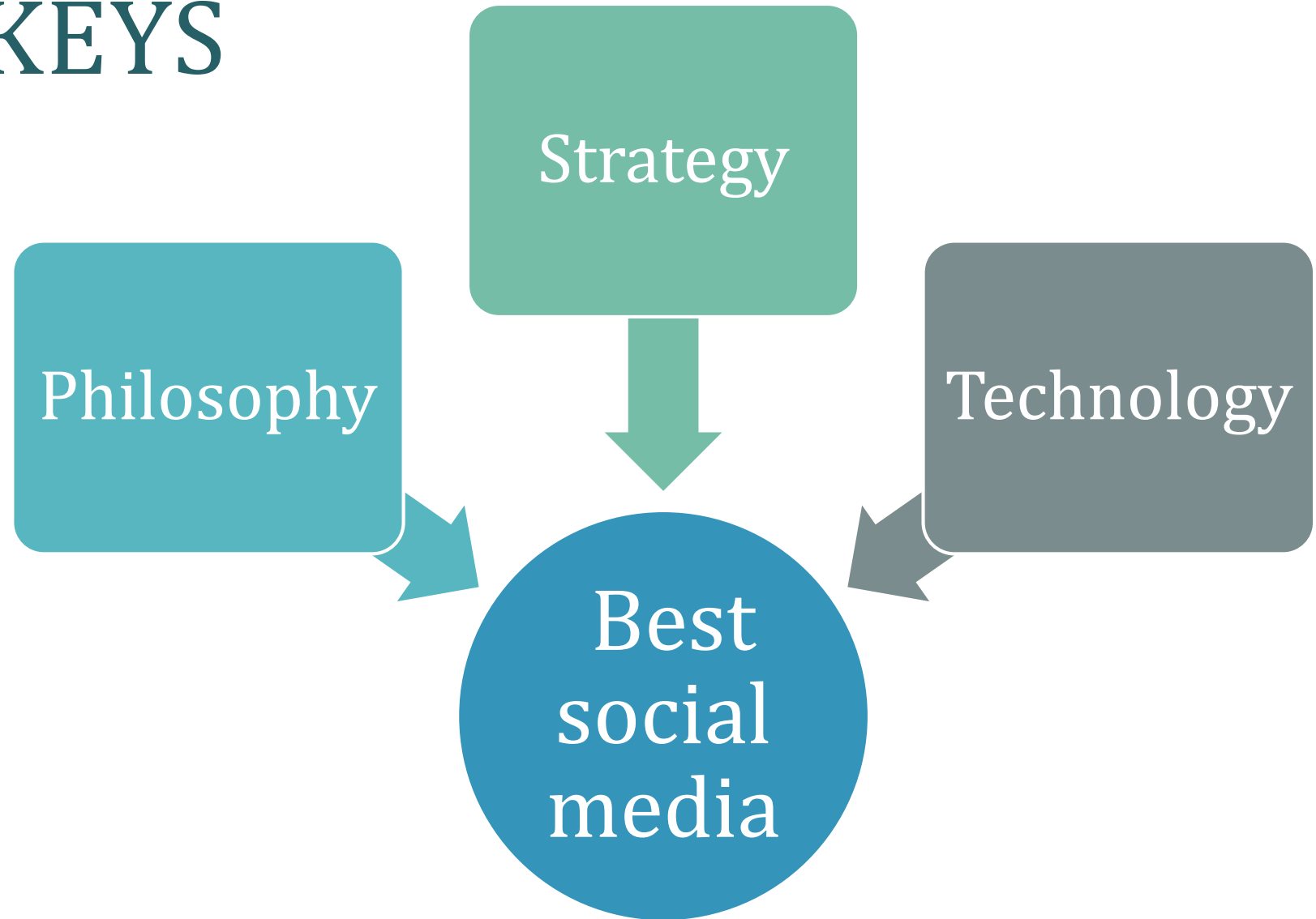
  Canva.com   Ripl.com

TECHNOLOGY TOOLS

- ## To do lists
  I like kanbanflow.com

- ## Email lists
  MailChimp, VerticalResponse have free options

THREE KEYS

Strategy

Philosophy

Technology

Best social media

YOU CAN DO IT!

- Know what you want to accomplish
- Success is much more about strategy than technology
- Start simple with the tech, learn and add features as you can

Q&A

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