

DEFINING AND MEASURING SOCIAL MEDIA SUCCESS

Collective Impact
Sparkplug Session
Kory Wells
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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

Analytics Home Tweets Audiences Events More

Kory Wells Sign up for Twitter Ads

Tweet activity

Last 28 Days Export data

Your Tweets earned **14.7K impressions** over this 28 day period

YOUR TWEETS
During this 28 day period, you earned **465 impressions** per day.

Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

Tweet	Impressions	Engagements	Engagement rate
Kory Wells @KoryWells · May 9 One of my favorite TN poets, Jeff Hardin, and Luann Landon at @ParnassusBooks1 Tuesday evening: bit.ly/1YiPOPQ #Nashville #poetry View Tweet activity	1,198	5	0.4%
Kory Wells @KoryWells · May 19 So great to see the books and hear the kids read! I had a lot of fun talking w/ them. Plus, yummy food by Jr Chefs! twitter.com/MCScommunicate... View Tweet activity	867	14	1.6%
Kory Wells @KoryWells · May 9 This sounds so cool! Putting on my to-read list! #womenshistory #cnf twitter.com/sonjalivingsto... View Tweet activity	688	2	0.3%
Kory Wells @KoryWells · May 13 What novel is antidote to political venom? Thx, @chapter16 @repjimcooper bit.ly/1TaSzza Love #HouseOfCards ref. #amreading View Tweet activity	470	4	0.9%

Engagements
Showing 28 days with daily frequency

ENGAGEMENT RATE
0.5%
Jun 6 1.4% engagement rate

LINK CLICKS
9
Jun 6 2 link clicks

On average, you earned **0 link clicks** per day

RETWEETS
5
Jun 6 0 Retweets

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

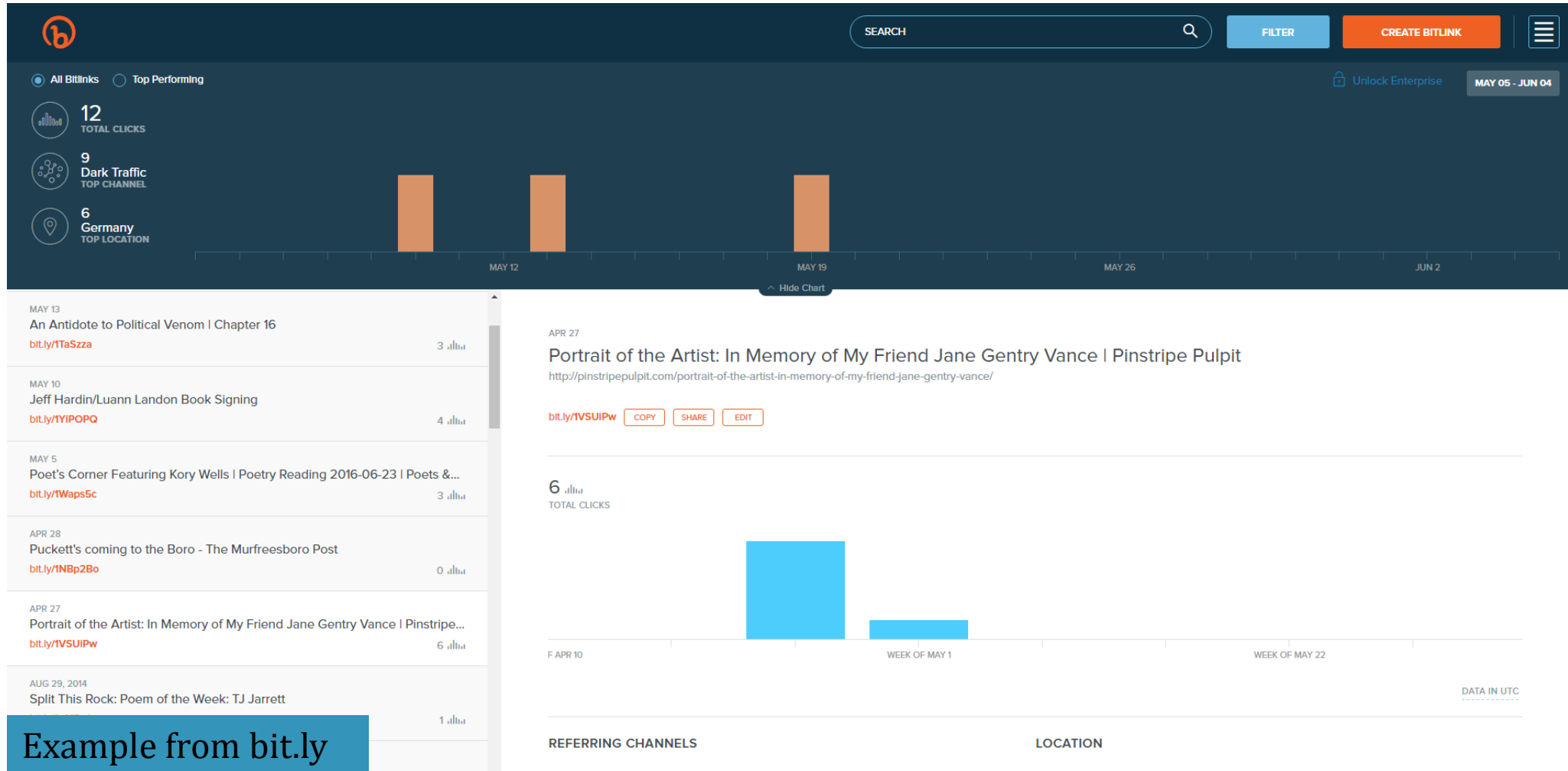
MAR, 25TH AT 8:07 AM via Extension

3 Retweets	0 Likes	0 Mentions	2 Clicks	3.9k Potential
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Re-Buffer

Example from Buffer

BE INFORMED BY YOUR METRICS



BE INFORMED BY YOUR METRICS

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

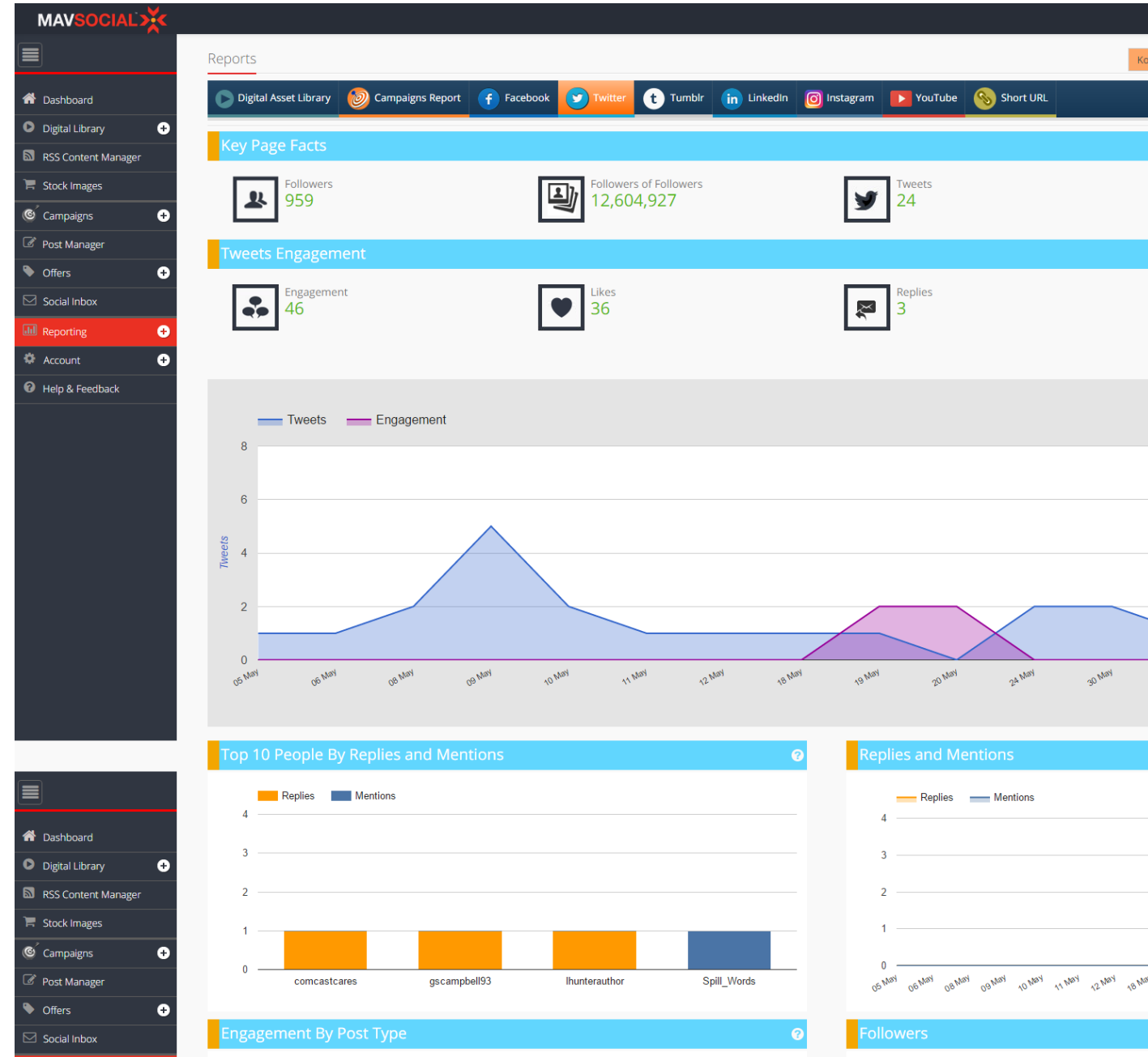
Example from HootSuite



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

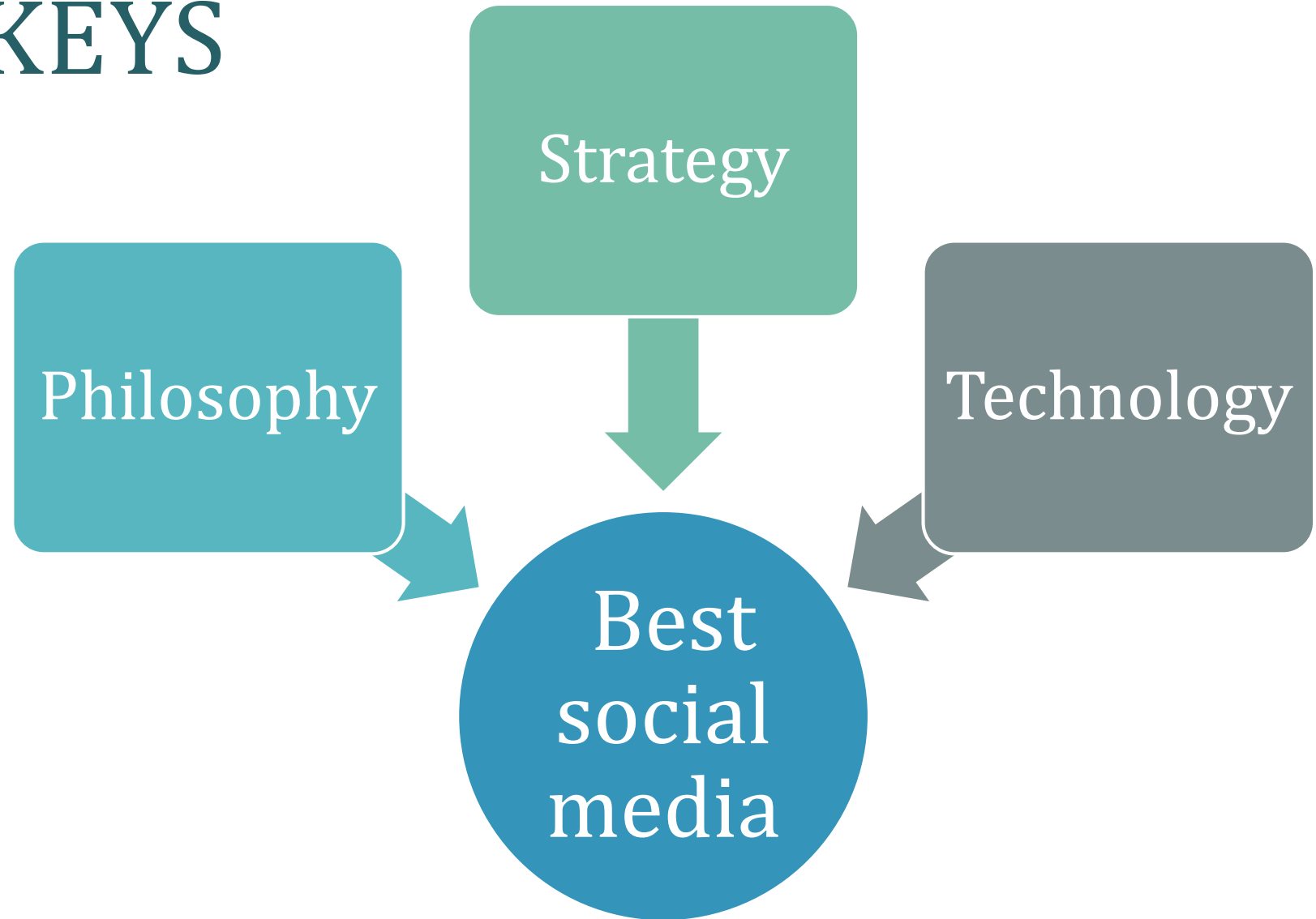
- **To do lists**

I like kanbanflow.com

- **Email lists**

MailChimp, VerticalResponse have free options

THREE KEYS



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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