

Social Media Assignment: Metrics and Measurement

Step-by-Step Instructions by Serena Carpenter

Step 1 – Identify your goals

1. Think about whether **reach, reputation or engagement** is your goal. Write down **specific objectives** related to your social media efforts. For example, a goal could be to get more social media mentions of your blog, find sources, increase readership, build reputation, find new story angles, etc. Goals encourage you to be efficient and focused with your social media efforts. Goals will change or expand over time. Understand that each social media application serves different functions dependent upon community members.
2. Be tuned into your online presence.
 - a. **Google your name**, company, etc. in quotes “Jane Doe” and screen capture a .jpg of your Google results. Screen-capture your web presence by pressing command+shift+4 (Mac) to create .jpg of a section. You can capture multiple sections of your results. You can also use <http://www.superscreenshot.com/> or PDFmyurl to capture entire page. You will capture the results again when you hand in the social media assignment.
 - b. Set up **Google alerts** for your name (e.g., “Serena Carpenter”; “Carpenter, Serena”), company name, employees, etc. PR Sarah Evans suggested other useful tools to monitor your online presence that are not required for this assignment: 1) BlogPulse Conversation Tracker feed to monitor blog comments, <http://www.blogpulse.com/conversation>, 2) mentions in video <http://video.google.com/>, 3) monitor discussions <http://www.boardtracker.com/>, and 4) view your reputation with Quarkbase

Step 2 – Establish your credibility

1. **Complete your bio** on numerous sites. This includes the same picture, credentials, and URLs on every site. Hand in the your URLs on the due date. Sites can include LinkedIn, BrightFuse, Twitter, Flickr, MediaGeeks, YouTube, Vimeo, Google Profile, SlideShare, Delicious, FriendFeed, FaceBook, MySpace, Digg, Reddit, Favstar, OpenSalon, NewsVine, Twtjobs, etc. FB, YouTube and Twitter are the top three (right now).
2. **Find influentials**. There are several ways to find thought leaders. <http://alltop.com/>, <https://twitter.com/invitations/suggestions>, <http://listorious.com/>, http://www.postrank.com/all_topics, <http://technorati.com/>, <http://blogsearch.google.com/>, and through blogrolls
3. **Listen**. Each topic and application has its own culture. You must observe before participating.
4. Share useful information **before seeking friends or contacts**. People will evaluate you based on your content and bio. You must participate regularly and thoughtfully to see a ROI. People like frequent and shorter form content.
5. **Interact** with others users, ask them to share their stories, submit photos, design and create videos, logos, etc., ask and answer questions, acknowledge other members contributions to the group, and comment on other blogs. Focus on becoming part of the read-write web.

Step 3 – Set up FREE metric tools. (Top three most important for this class.)

1. **Bit.ly** (Monitor link traffic)
Shorten your links in bit.ly to track clicks and how your links are shared.

- a. Provide the top 10 links clicked on including the number of clicks.
2. **TweetStats.** Provide your average tweets per day
3. **Sitemeter** (Traffic analyzer)
Track your blog site traffic. Useful site to see the location of users and see how the users found your site including keywords.
 - a. Select previous 12 months and provide the visits and page views for each month.
4. **Google Analytics** (Traffic analyzer)
 - a. On the Dashboard, select a date range for each month. Provide the visit number for each month.
 - b. On the Traffic Sources Overview, please the three top keyword search terms used to find your site. Most users use 1-3 terms.
5. **YouTube Insight** (Traffic analyzer)
Tracks how people get to your site, the content clicked on, average pages per visit, etc. for your Web site.
6. **Feedburner** (Subscribers)
 - a. Provide the number of people who subscribe to your blog via RSS
7. **FriendFeed** (Subscribers)
Subscribe to multiple feeds related to one individual.
 - a. Provide the number of subscribers.
8. **Twitter Lists** (Subscribers)
 - a. Create a list that is useful to Twitter users and provide the number of subscribers.
9. **Google Alerts and Tweet Beep** (Monitor brand and conversations)
 - a. Set up an alert for your name, company, or blog in quotes.
10. **Add your site to Google** <http://www.google.com/addurl/>
11. **SocialMention** (Monitor brand and conversations)
Tracks mentions related to your name.
 - a. Enter your Twitter id and/or name in quotes. Select to search “all.”
 - b. Provide your strength, sentiment, passion, and reach numbers.
12. **Addictomatic** (Monitor brand and online mentions)
Look up your twitter id and full name in quotes. Useful tool that monitors your presence across search engines and information aggregators
 - a. TweetMeme shows who is referencing you on Twitter. Provide the top three referrals.

Step 4 – Measure your efforts

In the following tables, **record your numbers**. Numbers are only one measure of influence. It is also important to see track whether mentions are positive and negative. This can be referred to as sentiment analysis or opinion mining. You could also do a **thematic qualitative analysis** based on comments related to your company, however this is not required for this class. Under themes such as negative, positive, satisfaction, useful, place comments under each heading to identify your strengths and weaknesses.

Step 5 – Identify trends and readjust social media efforts

Monitor the cultures by participating. Where do you best fit in? Which applications do you most enjoy? Which applications serve your goals best? Is traffic up after posting on Facebook? What about Twitter? Where are your customers online? Think about how much time you put into connecting and how often you are mentioned within each culture.

SEO and Marketing Resources

- <http://www.seomoz.org/blog>
- <http://searchengineland.com/>
- <http://mashable.com/>
- <http://www.chrisbrogan.com/>
- <http://www.steverubel.com/>
- <http://www.techcrunch.com/>
- <http://socialmediab2b.com>
- <http://kdpaine.blogs.com/>
- <http://www.pr-squared.com/>
- <http://www.fixya.com/>

ROI Table Examples

Social Media Quantitative Measures								
	Twitter Followers	Feedburner Subscribers	FriendFeed Subscribers	Sitemeter Visits	Analytics Visits	YouTube Views	Add Here	Add Here
Time								
One Month								
Two Months								
Three Months								

Twitter Mentions							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Per Day							
Minutes							
Number of posts							
Retweets							

@replies to
your id

Reflection Paper

Write a double-spaced four-page paper on lessons learned. *I do not want you to simply list what you did*, rather focus on what you have learned and your understanding of online communication and relationship building. Think about how this knowledge influences how you will create content in the future? How does this influence your field? How will this knowledge influence your future? Why is relationship building important? How is online content different than offline? What were your perceptions before and after this assignment? What will you keep up following this assignment and why?

These items are not included in the four pages.

1. List of URLs
2. Tables
3. Before and after screen grabs

The key component that you will be graded on is your continual participation over the two months. Do not begin participating a week before the assignment is due.

Increase Your Reach by Providing Sharing Opportunities

CONTENT SHARING

1. YouTube and Vimeo Widget (Video)

Share your video postings on Facebook, Twitter or Google Reader. Use Vimeo to embed a visual montage of your latest videos widget to your site. You can cross-post video to YouTube and Vimeo.

2. Slideshare (Presentations)

Add the Blog Sidebar Widget to highlight your latest presentations.

3. Delicious (bookmarking site)

Share your linkroll or a badge on other sites by embedding code.

4. Twitter <http://twitter.com/goodies/widgets>

5. MediaWiki (<http://www.mediawiki.org/wiki/MediaWiki>)

Create a wiki for your FAQ or Customer Service knowledge base. Let your consumers enter the problems they've had via a public forum (the wiki), and provide your responses publicly as well.

GET YOUR SITE INDEXED ON SEARCH ENGINES

1. Add blog to community portals and search engines

Try adding your site to BlogCatalog, Blogged, Technorati, BlogPulse, Google Blogs, or NetworkedBlogs(Facebook).

2. Update different search engines that your blog has updated

Sign up for <http://pingomatic.com/> and <http://blogsearch.google.com/ping>.

3. Squidoo

Community website that allows people to create pages (called "lenses") on various topics. Creating a topic related to your blog and include your feed in that page would help your blog get indexed.

SITE VALUATION AND OTHER STATS SITES

Website Outlook (<http://www.websiteoutlook.com/www.problogger.net>)

Enter your URL to determine how much your site is worth. It includes other stats.

Other similar sites include urlfan, StatBrain, CubeStat, WebTrafficAgents, and AboutTheDomain.