

Digital Media for Arts and Culture



Measuring performance

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Social Media Metrics

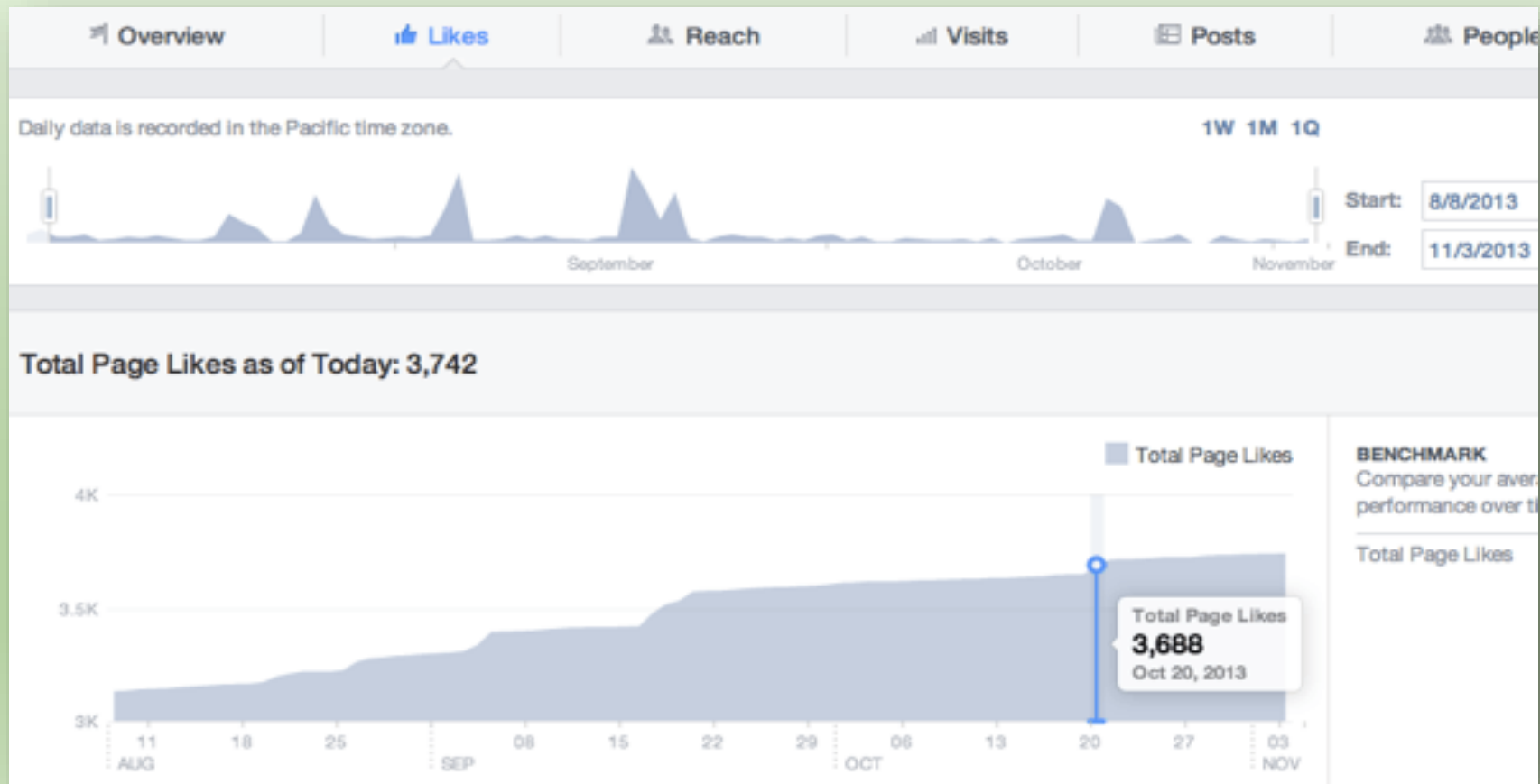
- Measuring performance is crucial
- Metrics are key to the strategy

Just remember

Social Media Metrics provide information that help you to improve your performance, focusing your resources to achieve your goals

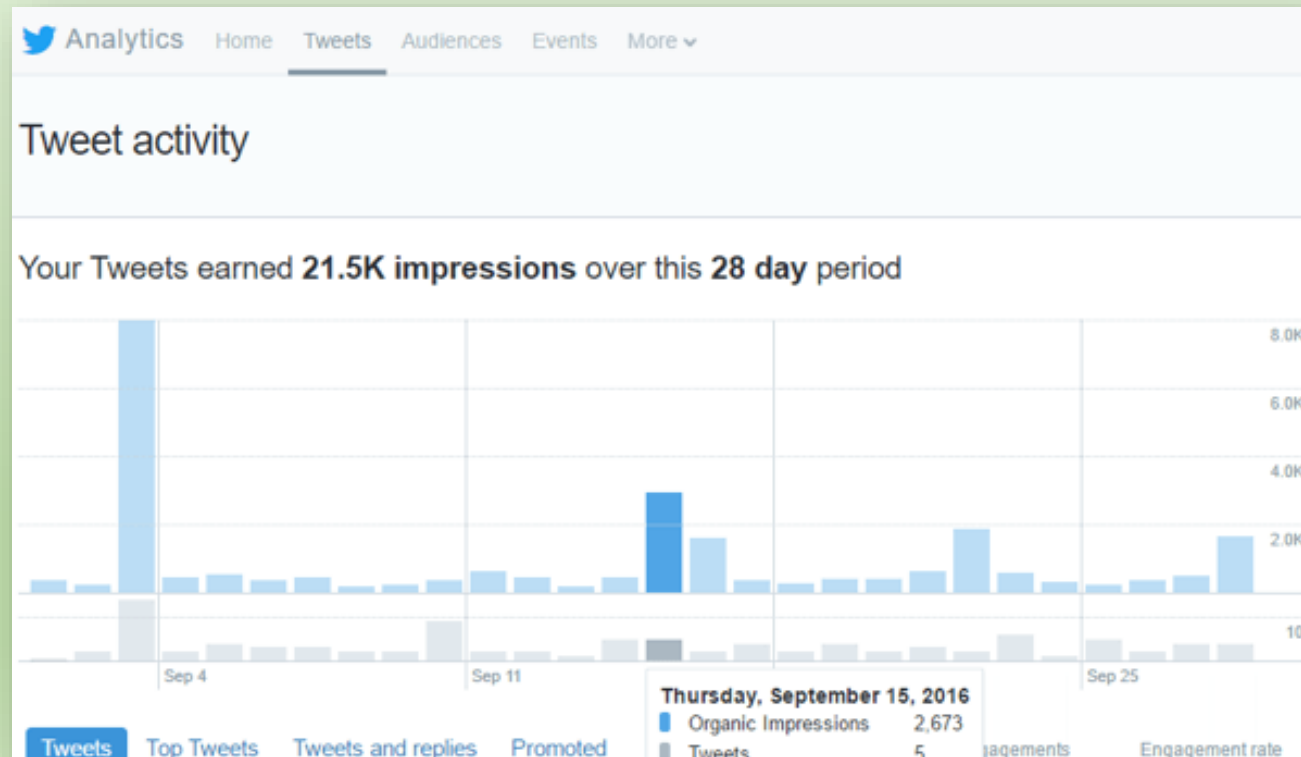
#1 Track Follower Growth

You should grow your following every day!


















#2 Identify optimal times

Knowing when your audience is most likely to engage with your content



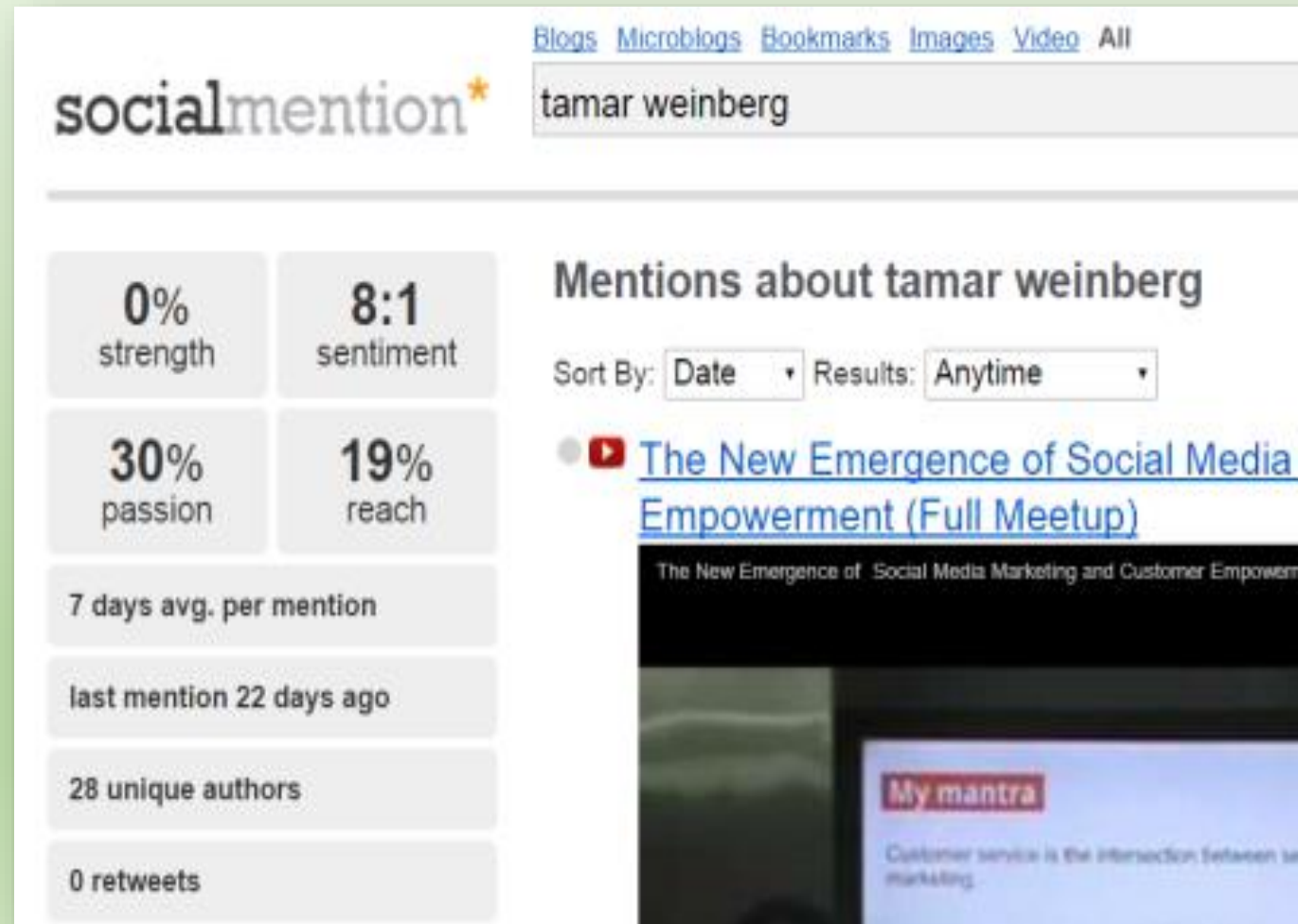
#3 Track likes and reactions

Check how your audience reacts to the content
Sharing is crucial for any marketing strategy

All Posts Published						
Reach: Organic / Paid Post Clicks Reactions, Comments & Shares						
Published	Post	Type	Targeting	Reach	Engagement	
04/05/2016 5:20 pm	 "For us, the most important result of #emailmarketing is getting people to our website," says marketing technolo			2.7K 	28 10	
04/04/2016 6:00 pm	 Is your #smallbiz website trustworthy? Duct Tape Marke ting reveals 10 reasons why visitors might be hesitant t			5.2K 	147 9	
04/01/2016 6:00 pm	 If you want to build a successful online #smallbiz, you'll need 5 marketing essentials. Boom Social with Kim Gar			1K 	20 8	

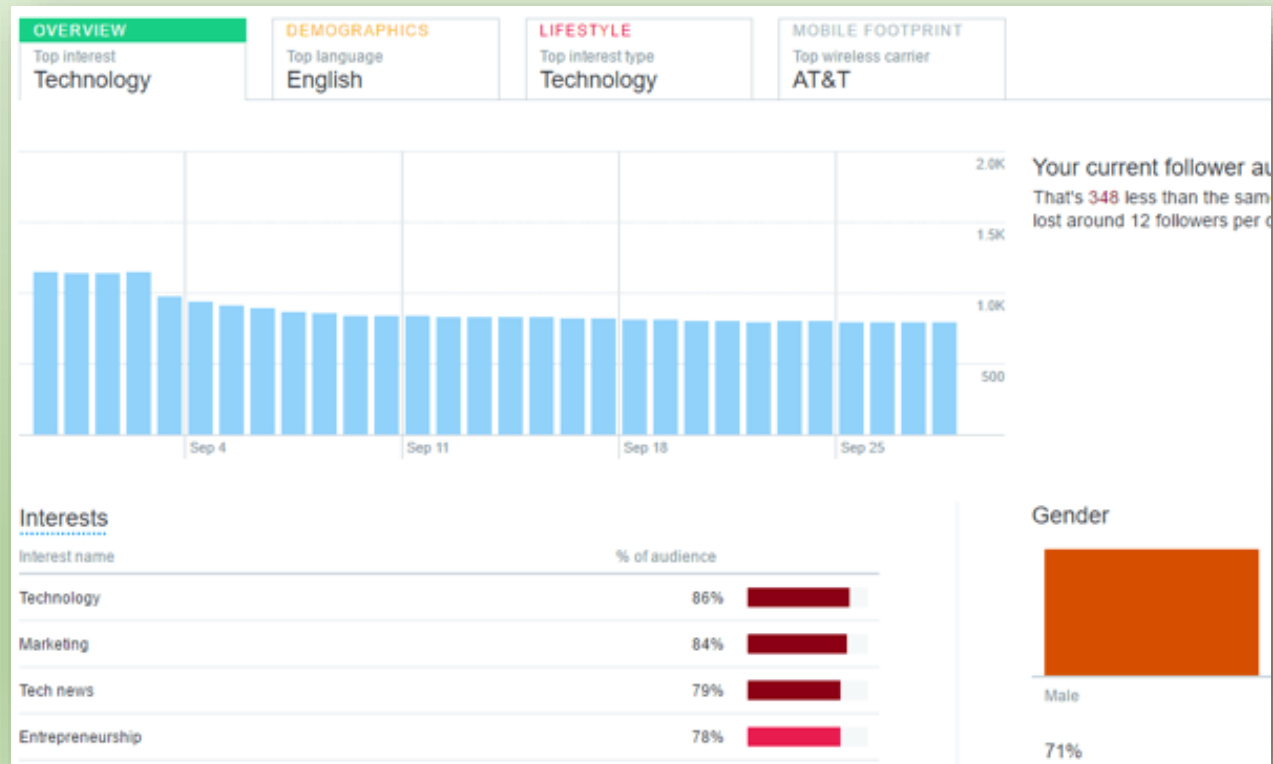
#4 Monitor mentions

Your fans are out there talking about you!



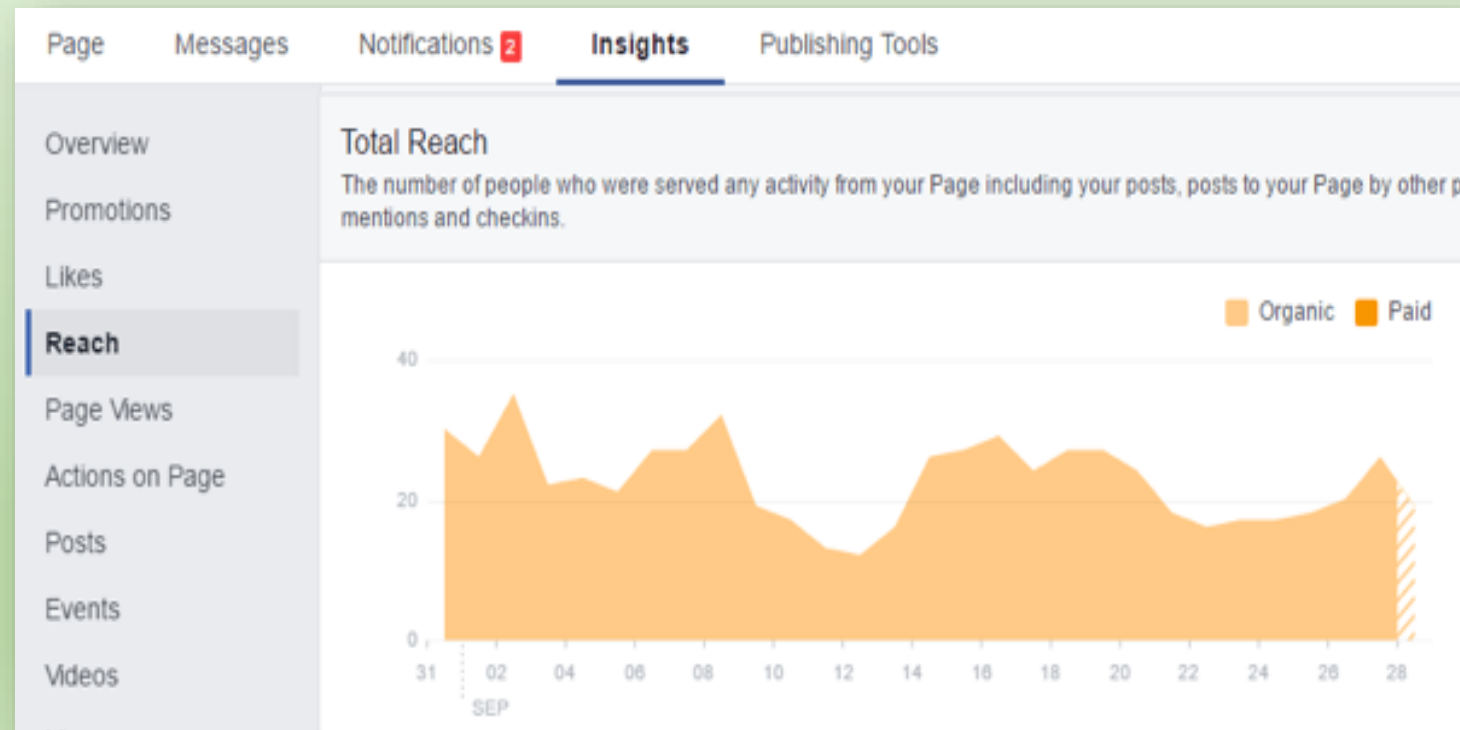
#5 Delve into audience demographics

Monitor your audience demographics























#6 Determine reach

The reach metrics combines the number of people you have attracted



#7 Review replies and comments

To understand how interesting or engaging your topics are

All Posts Published						
Reach: Organic / Paid ▼ Post Clicks Reactions, Comments & Shares ▼						
Published ▼	Post	Type	Targeting	Reach	Engagement	
04/05/2016 5:20 pm	 "For us, the most important result of #emailmarketing is getting people to our website," says marketing technolo			2.7K 	28 10	
04/04/2016 5:00 pm	 Is your #smallbiz website trustworthy? Duct Tape Marke ting reveals 10 reasons why visitors might be hesitant t			5.2K 	147 9	
04/01/2016 5:00 pm	 If you want to build a successful online #smallbiz, you'll need 5 marketing essentials. Boom Social with Kim Gar			1K 	20 8	
03/31/2016 4:55 pm	 How can you attract more customers to your #smallbiz t his year? Inc. Magazine has 5 important tips: http://ow.l			3.2K 	44 9	

#8 Find out what is being shared

Content shares are important!

They reflect how your audience perceives the value of your information

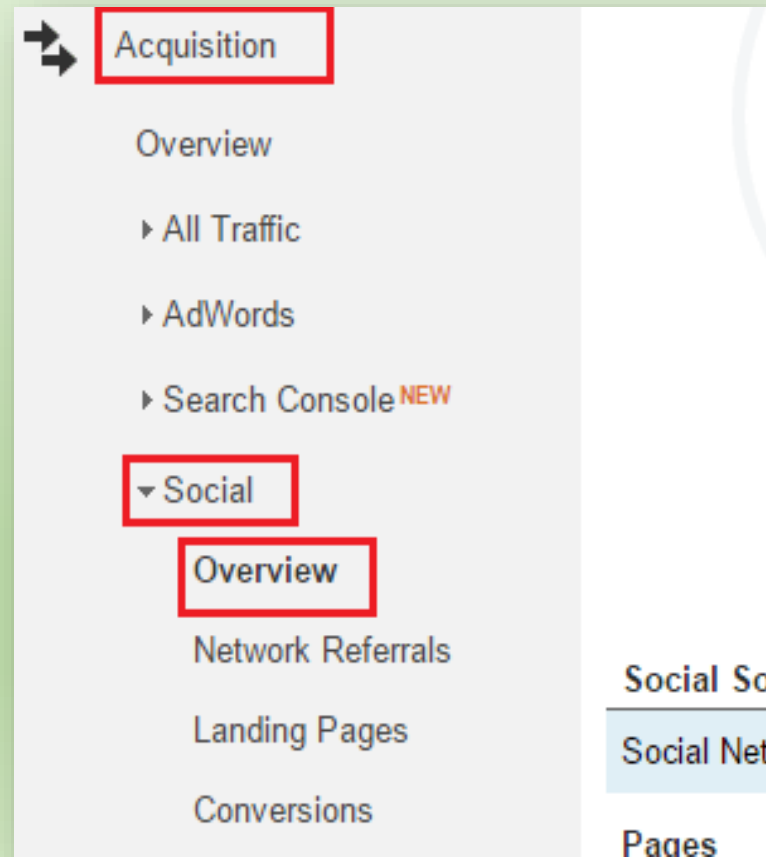
Just remember:

For Facebook find your shares

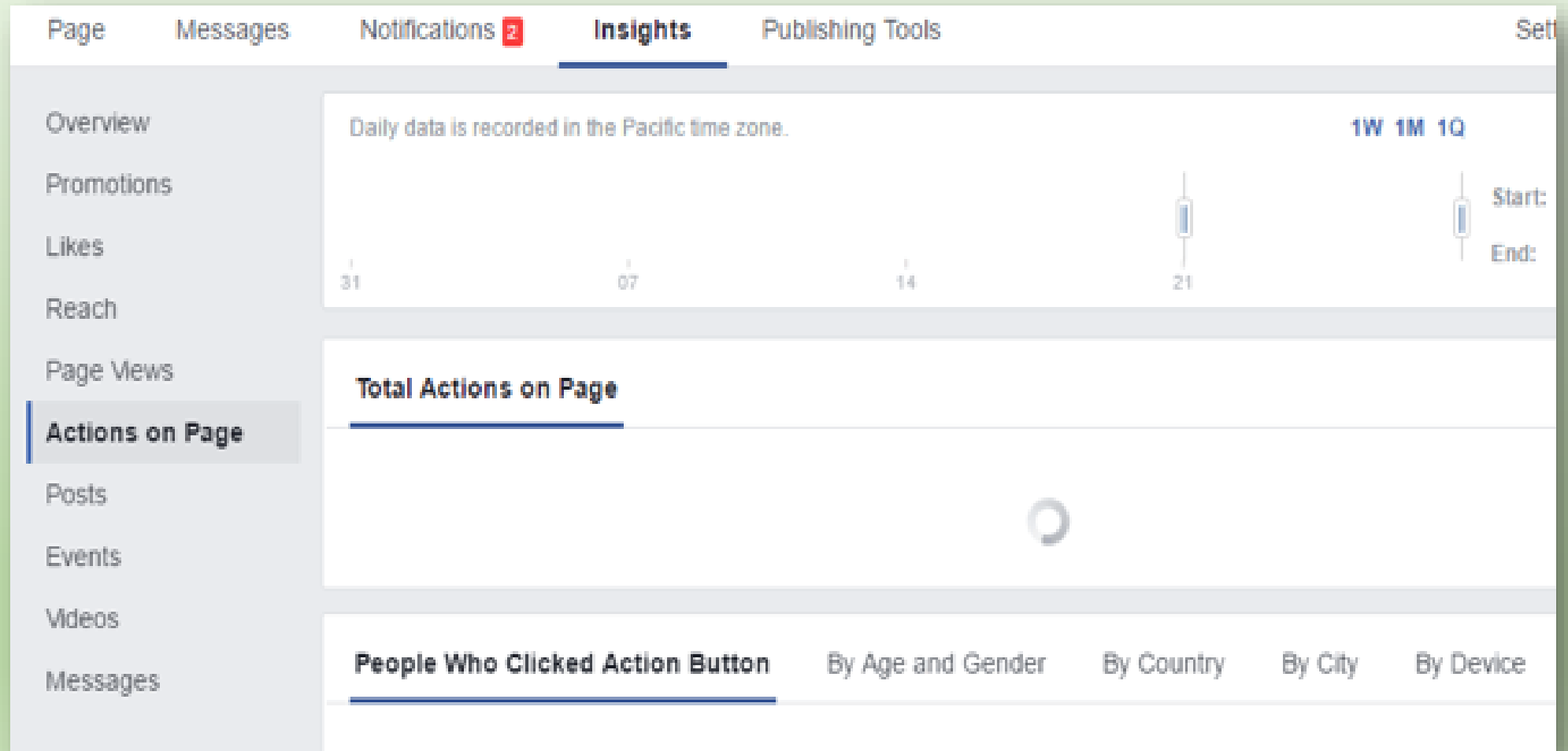
For Twitter focus on retweets

#9 Track referral traffic

Acquisition data tells you what kind of traffic you are getting



#10 Examine click rates



Key Performance Indicators (KPIs) measure:

- Brand awareness – KPI: Reach, Exposure
- Brand engagement – KPI: Retweets, Comments, Shares, Likes
- Traffic – KPI: Track URL shares, Clicks and Conversations
- Brand voice or popularity – KPI: Track the sentiment

Fix the objective and after you can set up your KPIs as a quantitative measures that reflect the key for your business' success!

KPIs

KPIs are metrics when they are:

- Business oriented
- Simple to analyze
- Measurable
- Actionable



KPIs – specific metrics:

- Amplification rate (how many times a post is shared)
- Conversation rate (how many comments has a post)
- Applause Rate (how many likes has a post)
- Economic value (it obtains from social network)
- % of website traffic
- Conversion rate (the % of direct and indirect conversion)
- Growth rate (the % of fan/follower growth)

What is Social Media ROI?

It's the sum of all social media actions that create value

Profit / total investment (people hours, ad budget, etc.) **X 100 = social media ROI** (as a %)

The definition will depend on what your organization's objectives are:
brand awareness, revenue, customer satisfaction

Not every organization will be able to attribute revenue directly to social media

How to measure social media ROI?

- Change the perception of social within your organization
- Show the potential impact on social
- Discover where your efforts are being used effectively
- Allow you to adjust tactics
- Identify gaps in your overall strategy
- Help you understand visitors' perceptions

Searching Engine Optimization (SEO)

A methodology of strategies, techniques and tactics used to increase the amount of visitors to a website

- Helps to ensure that a site is accessible to a search engine
- Improves the chance that the site will be found
- Is a best practice to achieve a better ranking

SEO Tips

- Start the page title with Keywords
- Use Keywords in the article title
- Try to use good subheadings
- Short and descriptive Links
- Use optimized images



Search Engine Marketing (SEM)

One of the most effective ways to grow your business in an increasingly competitive marketplace!

- Keywords research
- Keywords
- Ad campaigns
- Ad groups
- Ad text
- Landing pages



Thanks for your attention!

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