**Social Media Strategy:**

Social Media Monitoring & Measurement

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**Social Media Monitoring & Measurement**

1. Monitoring
	1. Technology
	2. Engagement Measures
	3. Strategy & Usage
2. Measurement & Reporting
	1. Technology
	2. Engagement Measures
	3. Strategy & Usage

# Social Media Monitoring & Measurement

Social Media creates a mountain of data and mountains of possibilities, but without the proper strategy and technology in place to capture and react to this data a lot of opportunities can go to waste. It’s also important to understand and identify the difference between monitoring and measurement. Both of these functions are important, but they produce very different outputs and require vastly different investments.

**Monitoring**

Externally facing, Social Media Monitoring is the process of watching and monitoring a set of social networks for any activity that mentions your brand, product, service or any other words you may want to be alerted to. Monitoring involves watching activity for which you are NOT in control of, in places that you may not otherwise be aware of. It can produce amazing insights as well as opportunities for digital expansions that you would not normally be privy to. Regularly review and continuously executed social media monitoring can provide information that helps guide strategic business decisions – for example choices regarding where to invest your sales resources based on competitive geographic insights.

**Measurement**

Inward facing, looking only at the social assets that you own and have control over. Measurement is the process of watching and reporting on the success of all of your engagement across all mediums. It involves retrospectively capturing the metrics on posts and aggregating the data to form a statistical view over a period of time.

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## 1. Monitoring

### 1.a. Technology

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| --- | --- |
| **Buzznumbers****URL:** www.buzznumbers.com.au**Benefits:** Australian Made, great cross platform.**Limits:** Some reporting functionality can be limiting. **Price:** <$800 per month |  |
| **Social Mention****URL:** www.socialmention.com**Benefits:** Free, on-demand and easy to use**Limits:** Non-perpetual, only searched upon request**Price:** Free to very cheap |  |
| **Radian6****URL:** www.salesforcemarketingcloud.com**Benefits:** Considered best of breed, highly configurable, works straight out of the box, exceptional analytics**Limits:** Foreign, customer service is challenging, requires high degree of knowledge**Price:** <$1,000 per month |  |
| **Tracx****URL:** www.tracx.com.au**Benefits:** Competes with Radian6. Allows scheduling functionality too. Handles enterprise requirements well. **Limits:** Aussie Company**Price:** >$1,000 per month |  |

### 1.b. Engagement Measures

Monitoring technology allows you to access, refine, engage and report on any of the millions of pieces of content posted daily on the internet. Monitoring insights include:

* *Brand name monitoring*: a record of what’s being said about your brand on social media, blogs, online news, forums and other sources.
* *Competitor activity*: competitor brand name monitoring, campaigns, key personalities, sentiment, organisational chatter, new product campaigns and campaign effectiveness
* *Industry trends*: key areas of interest
* *Reputation management*: bad press, reporting, spam and slander identifying source, spread and reaction to an incident
* *Customer insight*
* *Lead generation:* brand name mentions that exhibit buying signals

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### 1.c. Strategy & Usage

 Table of the technology to be used (out of those listed above) and how it’s to be used.

|  |  |  |  |
| --- | --- | --- | --- |
| **System** | **Platforms** | **Usage Plan** | **Review Frequency** |
| Social Mention | Social media, news sites, websites, blogs etc | - Report on any necessary activity and action plan. | Weekly, included in monthly reporting regime |

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## 2. Measurement & Reporting

### 2.a. Technology

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| --- | --- |
| **Sprout Social****URL:** www.sproutsocial.com.au**Benefits:** Cheap, effective and standardised**Limits:** Doesn’t have much customisation capability. Is ONLY measurement and only does.**Price:** <$50 per month |  |
| **HootSuite****URL:** www.hootsuite.com**Benefits:** Great at scheduling and great at entry level enterprise requirements**Limits:** Not really a reporting tool, more of a scheduling tool.**Price:** <$50 per month |  |
| **Social Bakers****URL:** www.socialbakers.com**Benefits:** Created by one of the pioneers of the social media industry.**Limits:** Does cost more, customer service support comes from Overseas. **Price:** <$100 per month |  |

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### 2.b. Engagement Measures

**Facebook**

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| --- | --- |
| * *Like growth/decline*: Number and percentage of new likes gained and lost each month
 |  |
| * *Page impressions:* The total number of times any Facebook user could have potentially seen any content associated with your page in their news feed or by visiting your page directly.
 |  |
| * *Reach:* The number of unique people who saw any content about a post, classified into average reach per post and total reach for the time period
 |  |
| * *Engagements:*  The number of likes, comments, shares, wall posts or mentions that have occurred on your page
 |  |

**Twitter**

|  |  |
| --- | --- |
| * *Follower growth:* The total (gross) number of new Twitter followers
 |  |
| * *Mentions:* The number of times another Twitter user has mentioned you in a tweet
 |  |
| * *Clicks:* Number of times users clicked on URLs in your Tweets. This data comes from Twitter
 |  |
| * *Retweets:* The number of times you were retweeted, ie. another Twitter user shared your content
 |  |
| * *Likes:* Number of times your Tweets were liked during the report period
 |  |
| * *Impressions:* Number of times a user was served your Tweets in their timelines or search results on Twitter.
 |  |

**LinkedIn**

|  |  |
| --- | --- |
| * *Follower growth:* Number and percentage of new followers gained and lost each month
 |  |
| * *Impressions:* How many times your updates were seen, both organically and through paid campaigns on a daily basis
 |  |
| * *Engagement:* How many times members clicked, liked, commented on and shared your content in both organic and paid campaigns.
 |  |
| * Follower demographics: A breakdown of who's following your company using 5 types of demographic data - seniority, industry, company size, function and employee status
 |  |

**Instagram**

|  |  |
| --- | --- |
| * *Follower growth:* Number and percentage of new followers gained and lost each month
 |  |
| * *Engagements:* Total number of times users interacted with this media. This is a sum of Likes and Comments.
 |  |
| * *Most used hashtags:* Lists the 10 hashtags you used the most on your media during the report period.
 |  |
| * *Most engaged hashtags:* Lists the 10 hashtags that drew the most engagements (Likes and Comments) during the report period.
 |  |
| * *Top influencers engaged:* Insight into influential Instagram users (based on follower count) that commented on your Instagram media; engaging with these users may positively impact your Instagram presence.
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### 2.c. Strategy & Usage

 Table of the technology to be used (out of those listed above) and how it’s to be used.

|  |  |  |  |
| --- | --- | --- | --- |
| **System** | **Platforms** | **Usage Plan** | **Review Frequency** |
| Sprout Social | Facebook, Twitter | - Extract reports for monthly strategy meetings- Construct strategy evolution around results | Weekly, included in monthly reporting regime |
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### 2.d. Targets

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| --- | --- | --- | --- | --- |
| **Platform** | **Metric** | **Target** | **Timeframe** | **Current** |
| Facebook | Followers | 1000 | Dec, 30, 2017 | 400 (EXAMPLE) |
| Facebook | Engagement  | XXX?% | Dec, 30, 2017 | ? |
| Instagram | Followers | 1000 | Dec, 30, 2017 | 200 |
| Instagram | Engagement |  |  |  |

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