SECTION 12:

Making the Most of Monitoring and Measurement

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OPERATOR SOCIAL MEDIA TOOLKIT

Making the Most of Monitoring and Measurement

The following section of the toolkit will teach you how to effectively monitor and measure the content you've created in order to improve performance and results across all platforms.

The first step is developing a measurement plan that establishes key performance indicators (KPIs) and desired metrics per social media platform and tactic, outlining frequency of review and guidelines for identifying when improvements and updates are required. Follow these 3 steps to develop your measurement plan:

- Development of a plan that outlines each of your social media platforms and the tactics you use on each (i.e. Instagram Reels, Facebook carousel)
- Establish key measures per tactic based on your objectives and the role of that tactic
- Set a frequency for review of the metrics based on the amount of activity on your social platforms, with higher frequency of reviews for higher levels of activity

The second step is monitoring and tracking performance of the tactics using the built-in analytics functionality within the platforms you are using.

The third step is reviewing and analyzing the data, focusing on what is working and what isn't working, updating your content and posting strategy using these learnings.

The final step is repeating this cycle of monitoring, measuring and learning, using your previous performance as benchmarks for successful performance moving forward.

You cannot manage what you don't measure. What gets measured gets done.

- Dr. Robert Cooper

Measuring Your Objectives

Based on the S.M.A.R.T objectives you set for your social media content, you can use the following metrics to measure your results per objective:

Increasing Brand Awareness
The KPIs that indicate your results in increasing brand awareness are:
- Followers
- Impressions
- Traffic
- Shares
- Reach

Although increasing brand awareness is a broad objective, it is the most pressing goal among today's brands. These metrics will indicate whether you are making a lasting impression on your target audience.

Generating Leads
The KPIs that indicate your results in generating leads are:
- Sales revenue
- Lead conversion rate
- Non-revenue conversions
- Email sign-ups

Measuring Your Objectives (cont.)

Increasing Engagement

The KPIs that indicate your results in increasing engagement are:

- Clicks
- Likes
- Shares
- Comments
- Mentions

Encouraging conversations with your target audience goes hand in hand with building a relationship with them. Although "likes" and shares might be considered vanity metrics by some, such data points indicate whether or not your content strategy fits with your target audience.

Increasing Reach

The KPIs that indicate your results in increasing reach and audience are:

- Mentions
- Followers
- Shares
- Engagement rate

Source: https://sproutsocial.com/insights/social-media-goals/

Measuring Your Objectives (cont.)

Increasing Traffic

The KPIs that indicate your results in increasing traffic are:
- Link clicks
- Conversions
- Email sign-ups
- Product trials

Not all of your social media goals are tied directly to social media itself. Whether it's sign-ups or sales, it's critical to keep an eye on how your social followers behave once they become on-site visitors and constantly adapt to your audience needs.

Increasing Conversions

The KPIs that indicate your results in conversions are:
- Link clicks
- Bounce rate
- Exit pages
- Interactions per visit
- New visitor conversion rate
- Return visitor conversion rate
- Traffic sources

A high conversion rate means your content is valuable and compelling to the target audience. From a social media standpoint, it's a sign that your post was relevant to the offer. In other words, it kept its promise. These numbers demonstrate the effectiveness of your social engagement.

Sources: https://sproutsocial.com/insights/social-media-goals/; https://blog.hootsuite.com/social-media-metrics/

Measurement Considerations

- Platforms have their own analytic tools that can be used to track and monitor your social media activity – take advantage of these
- As your goals and objectives change, so will your measurement and monitoring tactics
- Use your initial findings to set a baseline or benchmark for future measurement
- Depending on your business' schedule, weekly, monthly or quarterly reporting may work best, but no matter the schedule, make sure you're checking in regularly on your metrics, comparing to past performance and adapting for optimal results

Example: Holy Whale Brewing Co.

Determining Holy Whale's Goals

Before you start measuring, you need to consider your content and social media goals, which were determined in the approved content and social media strategy.

Based on your objective to connect with people in a way that other craft breweries are not and that makes them want to visit, your business goals are:

1. Increase engagement with your audience
2. Reach a wider audience
3. Drive visits

Creating Metrics to Measure Those Goals

Key performance indicators (KPIs), or metrics, must be established per goal. The metrics that will be used to measure Holy Whale's goals are in the table to the right.

	Instagram	Facebook	YouTube
Increase engagement with your audience	Shares Mentions Likes Comments CTR	Shares Mentions Likes Comments CTR	Shares Comments Likes Watch time Re-watches CTR
Reach a wider audience	Views Followers Shares	Views Followers Shares	Views Subscribers Shares
Drive visits	Sales	Sales	Sales

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