



Effective Social Media Measurement and Reporting Tips

1. **Don't try to measure everything!** Only focus on the metrics and information that matter to your objectives and help you to make informed decisions about your social media strategy and activity.
2. Keep in mind **WHY** you're reporting on social media as this can affect your results. It could be for one of the following reasons:
 - ✓ You're interested in the outcomes of your social media activity – i.e. we created content to promote an upcoming event, how many people registered as a result of this campaign?
 - ✓ You want to prove the value of your work and metrics show the impact you're having.
 - ✓ You want to understand how to improve as a team by learning more about what worked and why.
3. Consider **grouping content by campaign** to better evaluate the success of individual themes or activities – tools like CrowdControlHQ can support this way of working.
4. Keep in mind **what you're trying to achieve when you evaluate** the success of your content. For instance, if you're trying to build a community then comments and genuine interaction is really important. While if you're trying to increase following, then profile clicks and follows will be key. It's about focusing in on what impacts your objectives.
5. Consider using your analytics to **create a healthy sense of competition** between teams of colleagues and award prizes for successes.
6. Don't forget that **your reports are content** and for people to take notice and absorb the information, your reports have to be visual and engaging!