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7 Fantastic Social Media Metrics and New Ways to Report On What Matters

An Ebook By ICUC
and Convince & Convert



OVERVIEW

Jay Baer



The best social media strategies are those that focus on a narrow rationale for using social media. Having a targeted objective for social media helps also to hone in on the data that is key to measure and analyze consistently. Knowing the business case for social media allows you to build a grid of metrics and why they matter, which in turn helps to derive the outcomes from the investment into social media resources and activity.

My team at Convince & Convert advises the world's most interesting brands, we see a range of sophistication when it comes to measuring social media activity and outcomes. Some clients have spreadsheets of data back to their very first months on Facebook. Other clients have never exported a native metrics report. (I get it -- math isn't for everyone.) **So we came up with another way to think about reporting data. It's called the Seven A's** (because we know "AAAAAAA" is a common reaction of marketers opening up CSV files) and you can apply it to social media, and also to email, web, mobile -- anything that you track campaigns and audiences.

Every measurable data point can fall into one of these 7 "A's":

1. Audience
2. Applause
3. Amplification
4. Attribution
5. Advocacy
6. Accelerant
7. Assistance

Our reasoning for streamlining all data into seven categories (A's) is to reduce the amount of individual metrics that are considered at any one time. The C-Suite wants to receive a succinct, yet comprehensive, overview of performance -- not an encyclopedia of social media marketing jargon and numbers.

That's why we've collaborated with our friends at ICUC to bring you this ebook. We hope you enjoy.

Thanks as always,
Jay Baer
President & Founder of Convince
& Convert

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1

Audience





What does Audience measure?

Metrics for users, customers, audiences, fans, followers and their fingertips.

How to Report

Aggregate number; by channel; or zoomed in to isolate specific demographics and interests.

It's important because

We need to know who's on the other end, receiving our messages. Whether users have opted in as a follower or subscriber, or they receive content as a target of a paid campaign or because a friend shared it, they are trackable as individuals (reach) and how many times they see content (impressions).

Gone are the days of racing to gather as many followers as quickly as possible. What's more important to consider with Audiences is the quality of the audience reached. Think about how audience quality is measured and put into context when reporting. Understanding what people follow, engage with, and generally care about will help better inform a strategy based on audience motivations. Remember that audiences aren't completely homogeneous. They break into groups, either self-selected, or through shared interests and beliefs. It is important to find what these groups are and use that advantageously.

Use social listening tools to map audiences and compare relevancy scores so you can not only understand who your target audience is, but also identify new audience groups you can reach. Highlight audience groups as a percentage of overall audience or reach, rather than a rollup of all fans/followers.

1

AUDIENCE



What to start reporting

Share of the audience for industry



Numbers of followers doesn't tell us how large the audience could be, or if competitors have a larger or smaller audience. Create a barometer for growth to know how each audience stacks up against the addressable audience and the competition.



Found in: Facebook Audience Insights, Native Analytics



Cumulative social media followers across all measured channels.



Use the Interests filter in Facebook Audience Insights (and any applicable geographical, age and gender filters) to generate an addressable audience number.



Calculation: $(\text{Total Followers from all Channels}) / (\text{Audience}) * 100 = [\% \text{ of Audience Share}]$.



Repeat calculation for brand & competitors.

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2

Applause





What does Applause measure?

Reactions from audiences in response to social media posts. Applause is usually a single intent engagement that starts and ends within own social posts. Find these as Reactions, Likes, Hearts, and Comments.

How to Report

Aggregate volume (expressed as a number); by channel; by content type; by individual reaction.

It's important because

Feedback indicates when we are on the right track or missing the mark. The most immediate feedback audiences can give is a quick reaction, like or comment, and popularity (or lack thereof) signals to other users the importance or virality of a post.

Vanity metrics are metrics that are easier to find and share to make efforts look good but are not useful in measuring performance in a way that informs actionable decision making. Engagement is a vanity metric, like Audience -- but keeping tabs on Engagement can tell us what is working and not in social media programs. Looking at Engagements through a contextual view is key. We have to go beyond the standard "Engagements" and Engagement Rate metrics provided by every SMMS and reporting tool to look at specific reactions (likes vs. comments, reaction rate per post).



2 APPLAUSE



What to start reporting

Engagements per Post



Found in: SMMS / Reporting Tools / Native Insights.



Go a step beyond the typical Engagement Rate data point to identify the number of engagements for any single post, or collection of posts. This metric gets away from the variable of audience (engagement rate = engagement / audience). Benchmark the average Engagements per Post per social channel and per content type to get another point of view on most engaging channel and content -- which should help firm up channel priority or diversify the content mix.



Calculation: (Total Engagements) / (Total Posts)

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3

Amplification



What does Amplification measure?

Amplification measures any user actions that advance a brand's posts or content to their own sphere of audience. These actions include Shares, Retweets, organic @mentions and use of branded #hashtags. Calculating Earned media values on content that is amplified can be another way to demonstrate ROI on organic activity.

How to Report

Aggregate, by action and by channel.

It's important because

Remember when the pipe dream of social media was to go "viral?" Amplification measures virality, but in more of the micro-moments than the major moments.

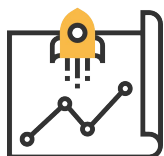
We know "going viral" isn't a strategy or something that can be manufactured -- and even if it happens, the results can be meaningless to a business that isn't set up to capitalize on the additional brand boost. Paying attention to the micro-moments of amplification allows for the opportunity to engage with users mentioning a brand, collect UGC from posts using a specific hashtag, and identify when a post or video starts to trend and can be ready to remain part of the conversation.

3 AMPLIFICATION



What to start reporting

Website referral path traffic from 3rd party social / dark social / voting networks



Most “viral” posts stay within social networks. While it's nice to track shares and viral audience as a result, more important is the impact the exposure has on main marketing channels, like a website. Get familiar with the referral traffic from social, dark social and sites like Reddit and Quora, so you can recognize a bump as it happens -- and set an alert in Google Analytics to notify when abnormal traffic activity begins.



Found in: Google Analytics, or similar



Hashtag use

Branded and community-driven hashtags are a signal of engagement that goes beyond a Like. When users include #[YourTagHere] in their social media content, they're adopting or elevating a brand message as part of their own. This is micro-amplification in the purest sense, but it's often overlooked.



Found in: Social listening or SMMS tool, Search on social channels.

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Attribution

Desirable website behaviors driven through
social media



What does Attribution measure?

Micro-conversions tied to business goals that are driven by social media, including leads generated, new subscribers, event RSVPs, and even e-commerce attributed to Social. Be sure to include conversions resulting from paid campaigns.

How to Report

By action, by the aggregate value of actions, the value of social channel as determined by micro-conversion value.

It's important because

No one gets paid in likes, comments or shares -- so as nice as those things are, social media marketing truly must map back to outcomes that drive the business forward.

Use a CRM tool (Salesforce, Hubspot, etc.) or Google Analytics goals to track valuable actions per users. These insights providers can use social network Pixels from Facebook, Twitter, Pinterest, LinkedIn, etc. to identify referral traffic and assign attribution credit to the correct social media touchpoints. The ultimate goal is to track from first touch all the way to end sales or close, where possible.

4

ATTRIBUTION



What to start reporting



Found in:
Google Analytics

Micro-conversions attributed to the social media audience:



If goal tracking is already set up in Google Analytics, attributing these actions back to the social media touchpoints is much easier to do. Take another step forward by assigning a monetary value to each goal, and begin to see what social networking sites drive the most value for the business.

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Advocacy



What does Advocacy measure?

Meaningful sentiment scoring. The sentiment is usually calculated within a social listening tool using AI to score positive, negative and neutral sentiment of the tone of selected posts.

How to Report

Score or index for cumulative mentions/comments.

It's important because

Sentiment is the metric to determine how the audience feels about a brand, product or service.

Do they like us or hate us? Truthfully, most social sentiment data falls in the middle with a smaller percentage of outliers on both ends.

To avoid this ambiguity, use actual audience feedback and comments in the report to provide examples of the current tone around the brand, product, service or event.

ICUC on the inside

From a qualitative perspective, it's important to understand WHAT people are saying about your brand or product, and we have the experience, knowledge and tools to interpret and relay that information to make better-informed business decisions.

5 ADVOCACY



What to start reporting

Number of organic + tagged brand mentions



For a quantitative view on Advocacy, tally the mentions of a brand or product in social media conversation -- including those that are tagged with an @mention.

Found in: Social listening or SMMS tool; Google Alerts, Mention.com, Brand24, SocialMention. Crimson Hexagon, Social Studio, Sprinklr, Sprout Social, Lithium, Social Studio, Spredfast, BrandWatch.



ICUC Insights and Reporting - ICUC can track the performance of influencers using Crimson Hexagon to measure and report on the effectiveness of partnerships with influencers and advocates.

Net promoter via social on a quarterly or annual basis



Run a paid campaign to get social audiences to submit a response to an NPS survey, which can be aligned with other NPS responses (via email, etc).



Found in: Survey response data, Typeform, Survey-Monkey.

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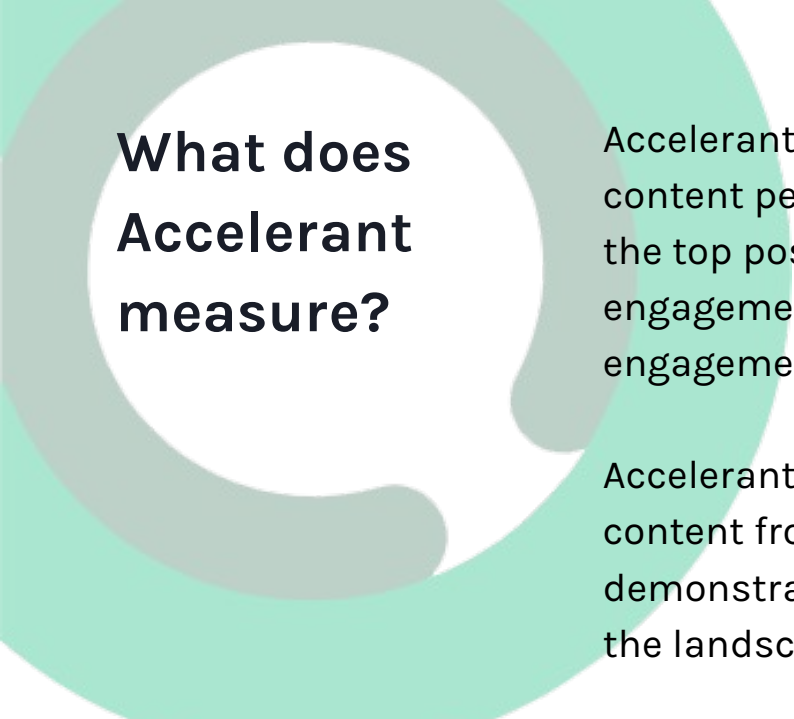


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6

Accelerant





What does Accelerant measure?

Accelerant illustrates the highs (and lows) of content performance in social media. Showcase the top posts of the month as determined by engagement, engagement rate, and/or engagement per post.

Accelerant can also include a look at top content from competitors and influencers to demonstrate the current POV and trends within the landscape.

How to Report

Use screen grabs to show top content by channel or by content type.

It's important because

Everyone likes pictures in reports! Truthfully, the numbers are all good and well but sometimes we need to see to understand what's happening.

Accelerant is all about what's performing well and why.

The analytics tools won't give the why -- that's where your analysis needs to shine and explain why the top content performed as it did. Use the tools, though, to help uncover the unobvious -- like top content to generate a specific reaction (wow vs. sad).

ICUC on the inside

We showcase accelerant by focusing on the performance of content (top and bottom).

By understanding what works and what did not work as well, you'll be able to create content that better resonates with your target audience.

6

ACCELERANT

Accelerant is all about what's performing well and why. The analytics tools won't give the why -- that's where your analysis needs to shine and explain why the top content performed as it did. Use the tools, though, to help uncover the unobvious -- like top content to generate a specific reaction (wow vs. sad).

ICUC on the inside

At ICUC we have experienced people on our team that take the time to truly understand how to not only analyze data but also bring a contextual knowledge to our clients business. We work to carefully recommended approaches that bridge metric/data and anecdote/theme gaps.



What to start reporting

**Top 3rd party post/mention about
(brand/product/service)**



BuzzSumo, social listening or
SMMS



**Found in: Brand's best
content (by content type
and/or engagement rate)**



BuzzSumo, Rival IQ,
Crimson Hexagon,
Brandwatch or other
social listening
platforms

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7

Assistance



What does Assistance measure?

Internal competency for social care and customer response through public and private social media.

How to Report

Aggregate number, by channel, or broken down into specific use cases.

It's important because

Social care is one of the key use-cases of social media.

ICUC on the inside

We support some of the largest Retail and Hotel brands globally, and through our social customer care efforts, we strive to not only ensure that people's experience with the brand is a positive one, but that we turn potential detractors into advocates.

Let's turn to the data to make the case for social care: 54% of customers prefer social messaging channels for care over phone or email.

The best way to make a case for increasing social care resources (or beginning to have any at all) is to demonstrate the need and the current success (or unsuccessful) response.

7

ASSISTANCE



What to start reporting

Social care customer support:

- ☒ Time to first response
- ☒ Time to resolution
- ☒ Total people assisted in social



Found in: SMMS ,
ICUC Central,
Conversocial,
Sprinklr or Native
analytics

Metrics that Matter Reporting Checklist



- ✓ Identify how existing data points should be categorized into A's
- ✓ Select no more than 4 A's to begin measuring consistently.
 - ☐ Audience ☐ Advocacy
 - ☐ Applause ☐ Accelerant
 - ☐ Amplification ☐ Assistance
 - ☐ Attribution
- ✓ Identify what metrics to include in reports for different internal audiences (team, management, executive)
- ✓ Identify one key metric that demonstrates brand health for each A category
- ✓ Assemble data from at least one year back (2018)
- ✓ Benchmark A's over year-to-year and quarterly growth
- ✓ Set an annual goal for each A that will be used to measure progress and growth

ICUC on the inside

Every business is different, and every team measures success differently. At ICUC, we want to ensure that we have an offering that is unique to you. By understanding your business use case, we are able to create bespoke reports around data that matters to you. We have identified the top use cases through our years in the industry and created templates to help inform how to maximize social intelligence based on your use case.

About Convince & Convert:

Convince & Convert is an experienced, highly focused analysis and advisory firm that creates effective, best-in-class digital marketing strategies for the world's most interesting organizations. We use a framework of four success pathways to show brands how to methodically optimize digital marketing programs to make them remarkable.

About Jay Baer:

Convince & Convert founder Jay Baer is an award-winning Internet pioneer, who puts his 26 years of experience to work helping the world's most iconic brands improve their digital marketing and customer experience. A New York Times best-selling author of six books, Jay is an inductee in the Professional Speaking and Word-of-Mouth Marketing Halls of Fame.



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About ICUC

We have a variety of reporting solutions that will best satisfy your needs. Whether you want to just have the metrics and have your internal teams or partners do deep dives based on the data or what us to derive actionable insights by sifting through conversations trends, we have the flexibility to manage any business use case. We offer tools to guide your way or completely custom reports based on your individual needs, and with both approaches, you'll have the support and peace of mind from an experienced and knowledgeable team of ICUC analysts.