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ALLVOICES

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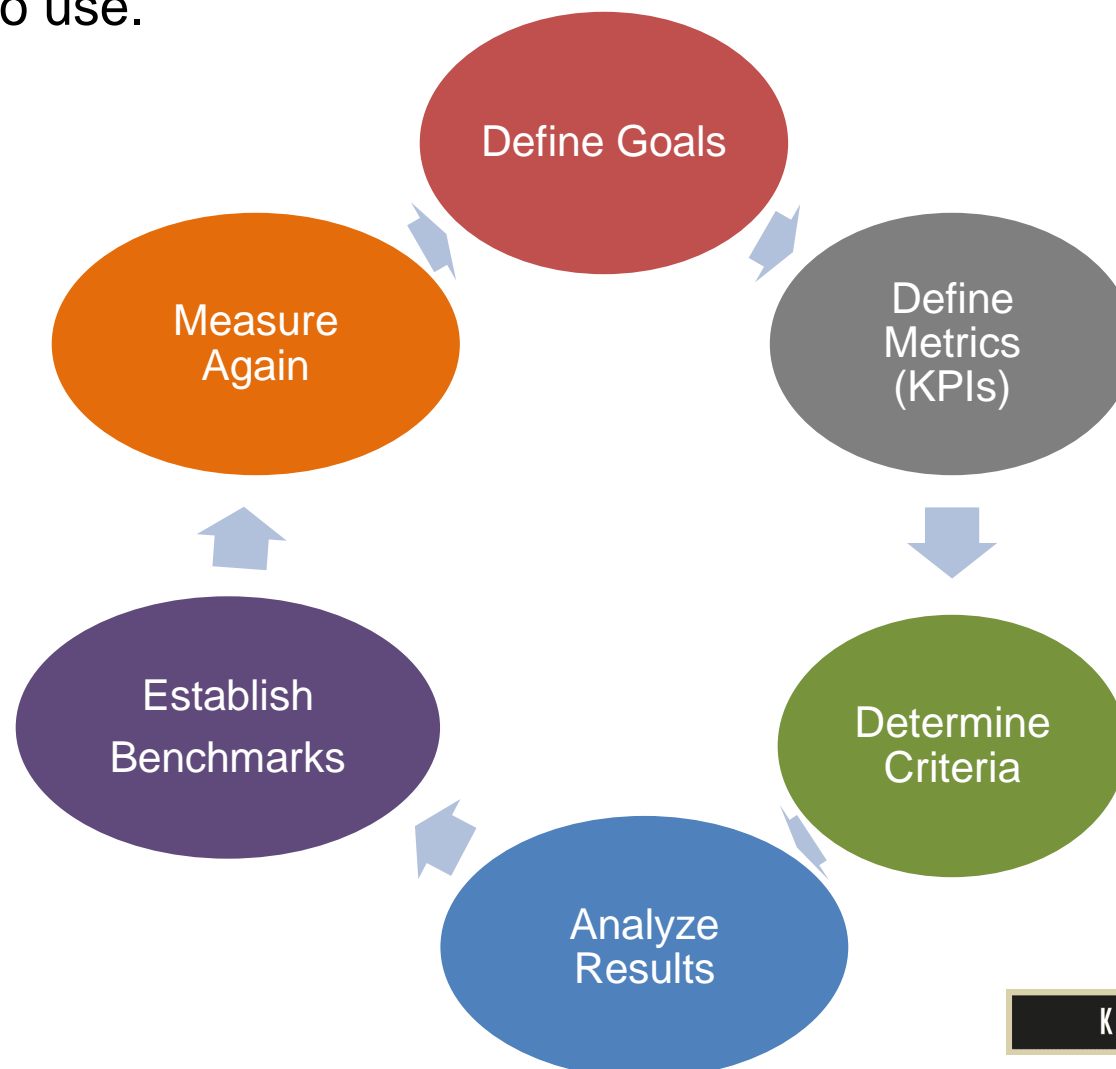


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KDPaine & Partners

# How Do They Love Us? Let Me Count the Ways

- Developing a framework and benchmark for engagement measurement and putting it to use.



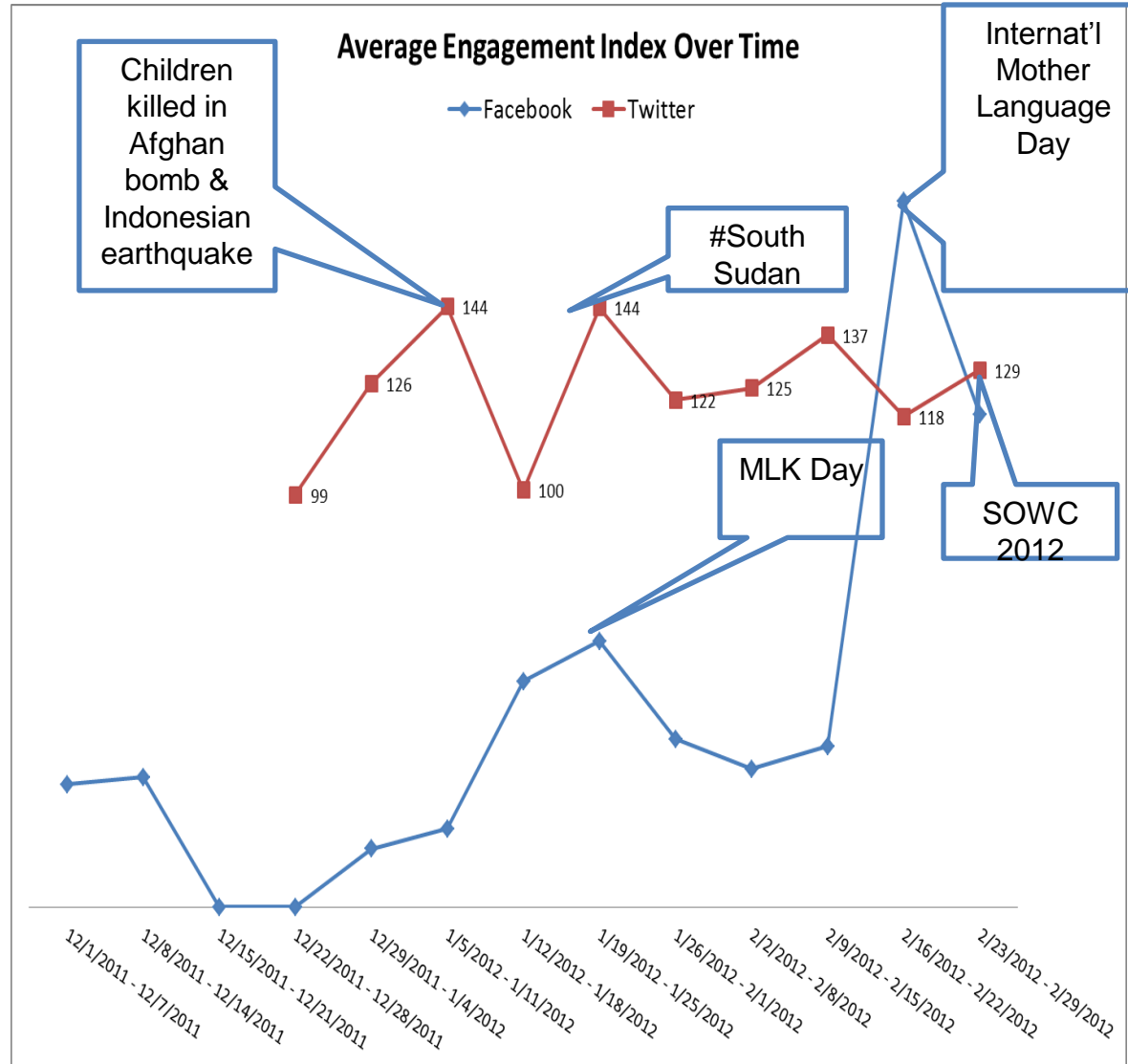
# Why Measure Engagement?

- Organizational Culture of Accountability
- Increased investment in Social Media
- Need to understand what is effective
- Getting specific about “meaningful engagement”

# How we did it

- Defined Coding Schema that included
  - Levels of Author Engagement
    - Low: < 1 x per month
    - Medium: 2-4 x per month
    - High: > 4 x per month
  - Defined engagement index
    - Ratio of Comments to Posts
  - Defined engagement quality
    - No Conversation: Straight Twitter ReTweet
    - Casual Greeting: A simple statement like “Happy Birthday” or “Hello”
    - Thoughtful: Comments that are longer than greetings and reflect the personal beliefs or support from the poster,
    - Expressive: Comments that are more substantial than casual.
    - High Quality: Posts the convey UNICEF’s perspective & knowledge of the problem
- Collected 23,381 in three months
- Human Coded 10%

# What we found

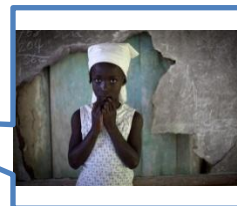


- Photos and Videos generated the most engagement
- 6% of all items mentioned a GWA and they contributed significantly to engagement levels
- The AutoTweet service, Top Charity Tweets, contributed a significant percentage of activity
- UNICEF's leverage of "International Days" was most effective in generating engagement.

# Photo of the Week, SOWC Drive Comments & ReTweets

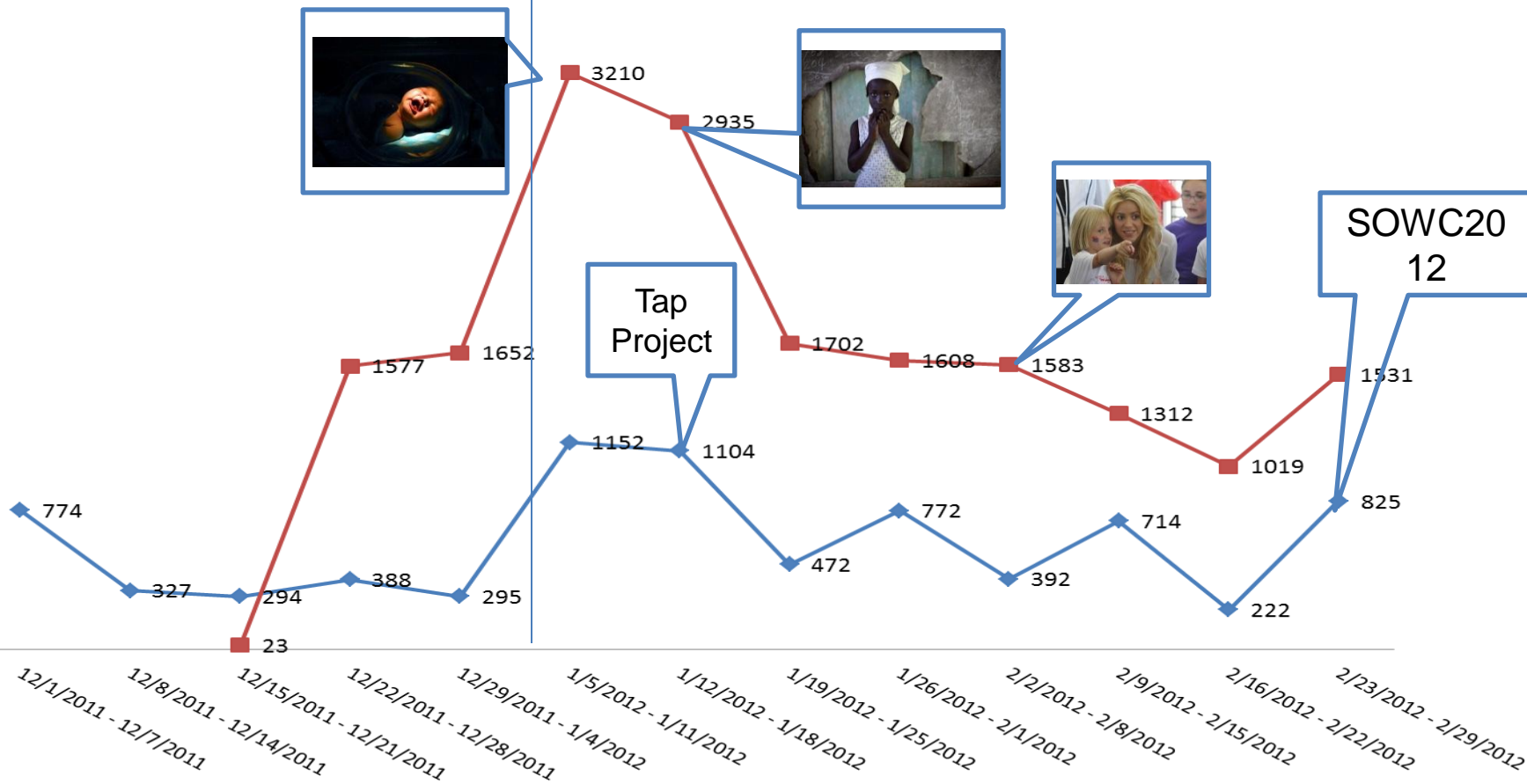
Overall Comments/Retweets Over Time

Facebook Twitter



Tap Project

SOWC20  
12



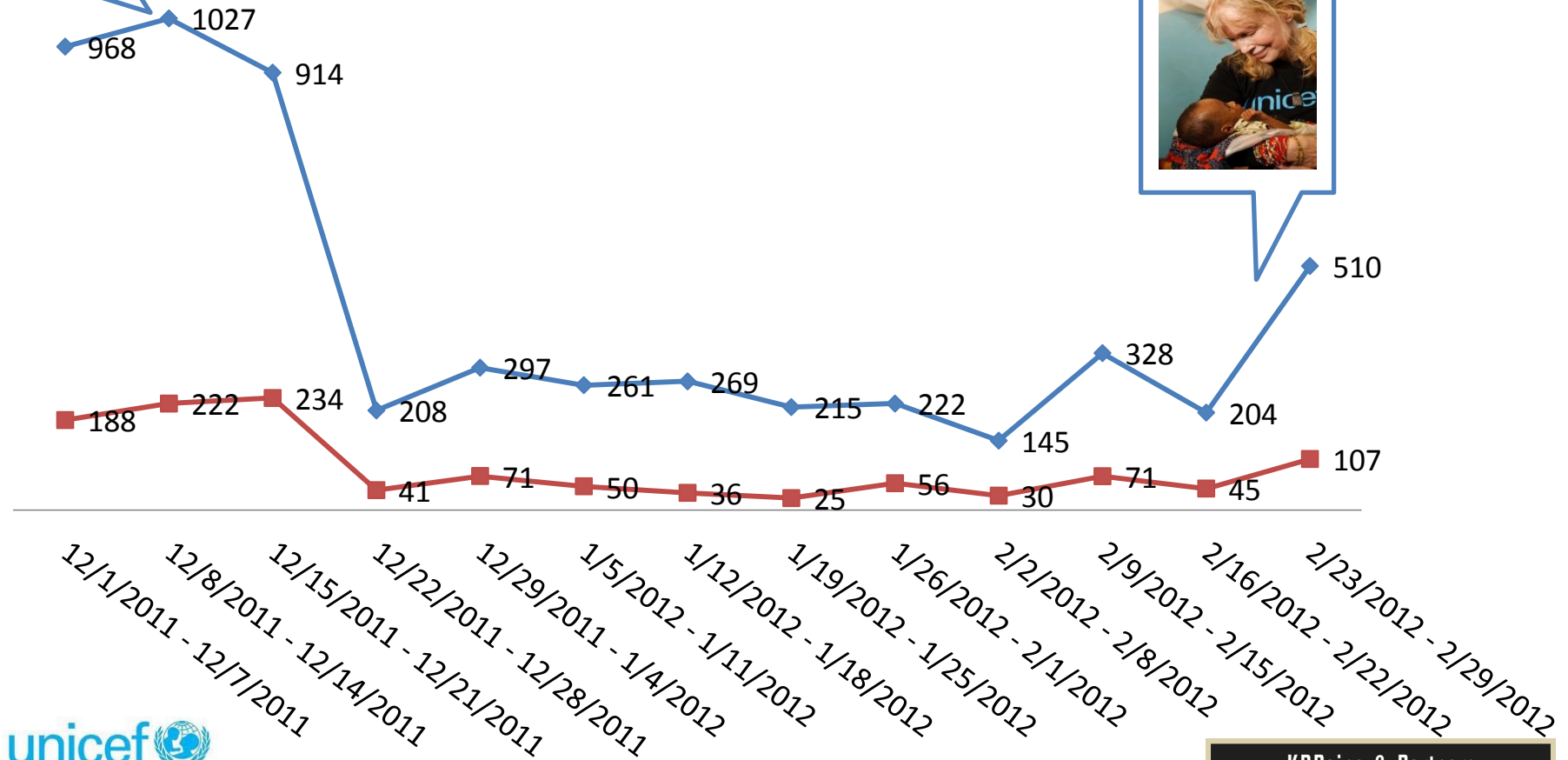
# GWA's, Photos Drive Shares & Likes

David Beckham  
& Dierks  
Bentley Video

## Share & Likes Over Time

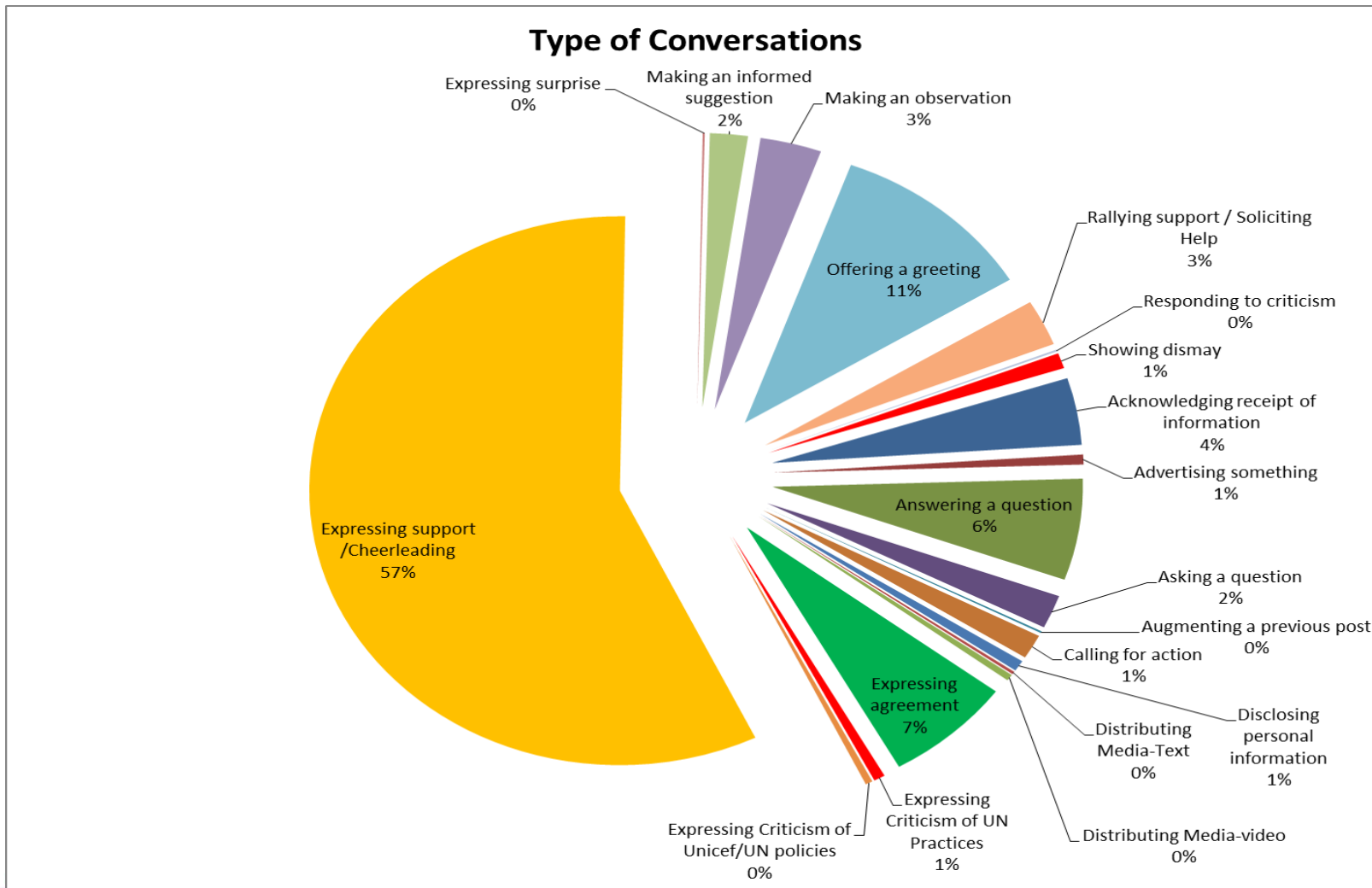
— Average of PostLikes — Average of PShares

Mia Farrow

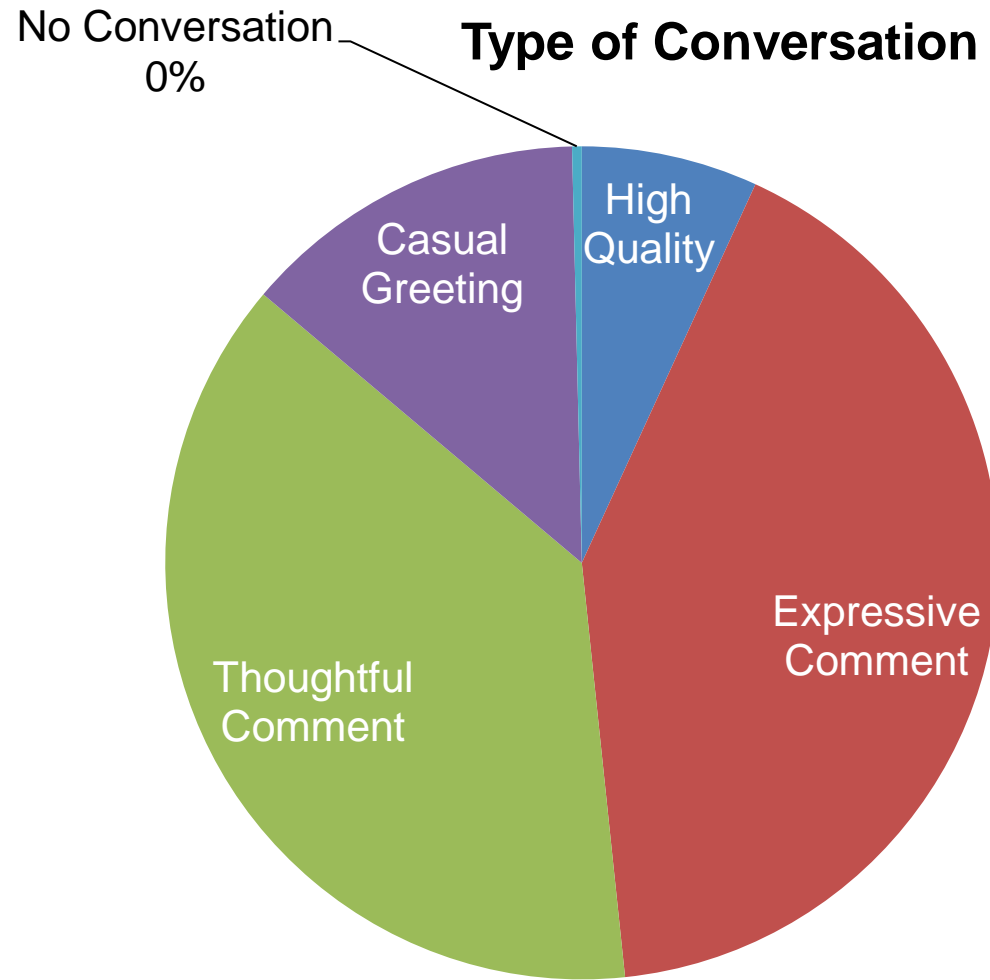




# Most Conversations Expressed Support



# Overall Quality of Conversation

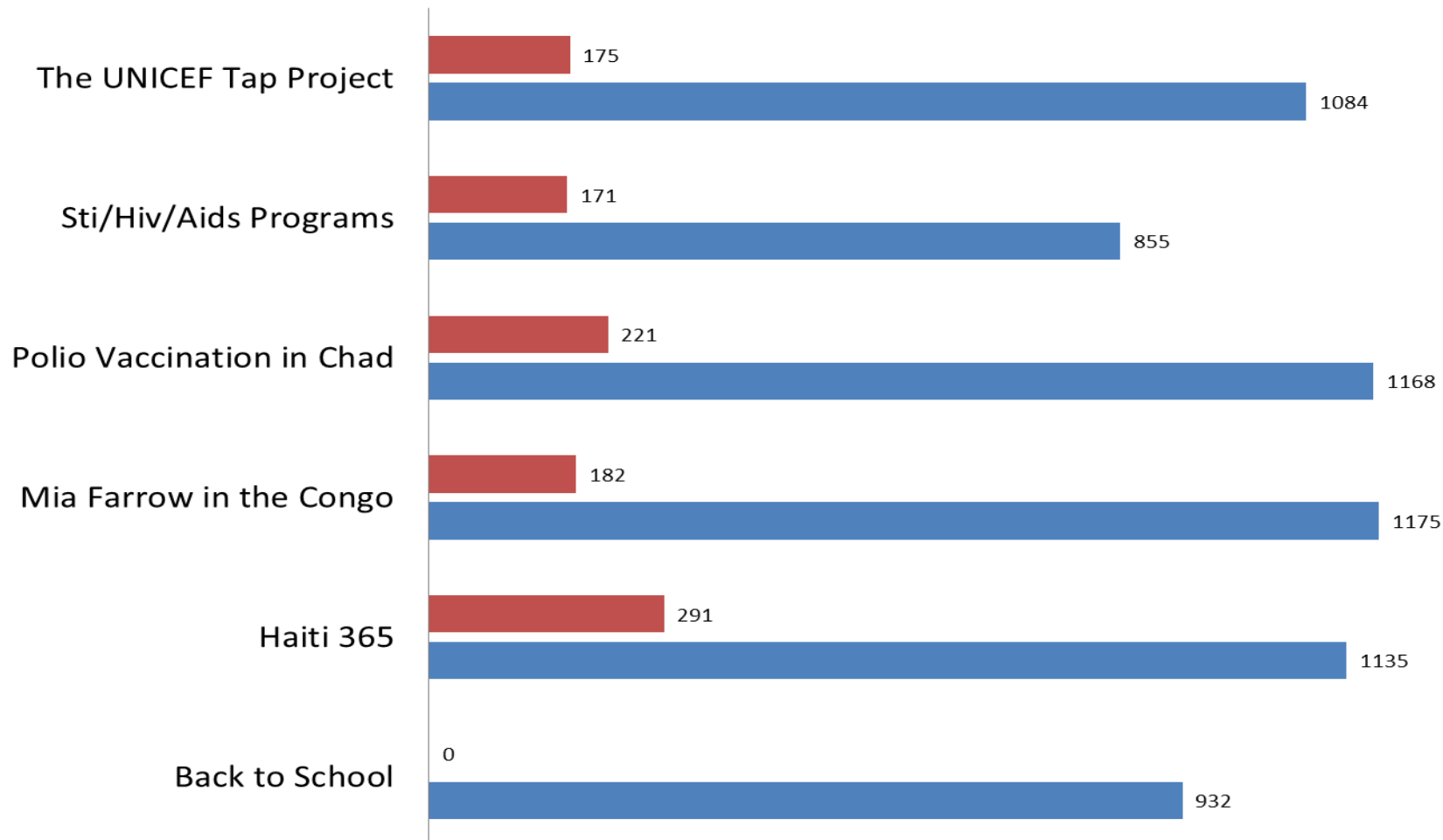


# Farrow, Haiti Generated the Most Activity

## Average Number of Shares and Likes Campaign

■ Average of TotalPostShares

■ Average of TotalPostLikes



# Findings

- Compelling photos and videos generated the highest levels of engagement
- David Beckham generated lots of likes, but Mia Farrow generated a higher level of engagement
- Leveraging International Days and Anniversaries paid off
- One Auto-Tweet Service, Top Charity Tweets contributed a significant percentage of activity
- Quotes from Senior Leadership generated comments and shares
- Child survival leads as topic generating highest quality comments
- Majority of comments fall within “expressive/supportive” category

# Recommendations

- Post with Purpose
  - Some posts generated lots of comments, but not all were on target or relevant.
- Tap into the GWA fan base
  - They are there, and enthusiastic.
- Make Calls to Action Concrete
  - It needs to be easy to act.
- Match the medium to the message
  - Social works well for visuals, so if its not visual, find another outlet.
- Engage with the audience
  - Posts that solicited a response such as “What are YOUR ideas for a better 2012” generated more comments and higher quality comments.
- Match the Medium to the GWA and to the Message
  - Not every GWA is equally active in Twitter and Facebook. Deploy them according to the strengths of their fans in specific media.
  - Facebook is designed to share visuals, so if a news item doesn't have a visual, you may need to supplement the post with other forms of outreach.

# What it means and what we did with it

- Established concrete benchmarks that translated into smarter KPIs
- First time concrete definitions have been set
- Evidence for future resource allocation
- Secured funding for follow up study
- Sharing of results and recommendations within wider UNICEF network