

# WORKSHOP G

## Social Media Analytics Does Not Have to Be Overwhelming

4<sup>th</sup>

EUROPEAN SUMMIT  
ON MEASUREMENT

13-15 June 2012, **Dublin**

 RESEARCH+DATA  
INSIGHTS

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# Social Media is Not New

First email sent	1971
BBS (Bullet Board System)	1978
AOL	1991 (in its prime, 30-million subscribers worldwide; now 3.3 million)
MySpace	2003 (today: +30-million users)
LinkedIn	2003 (today: +150-million registered users in more than 200 countries)
Facebook	2004 (today: +900-million registered users)
Twitter	2006 (today: +175-million users)
FourSquare	2009 (today: +20-million registered users, 50% outside of the U.S.)
Google+	2011 (expected to total 400-million members by the end of 2012)
Pinterest	2011 (today: +12-million unique visitors)

➤ **When and where did you start using social media?**

## 2010: Barcelona Principle #6

# “SOCIAL MEDIA CAN AND SHOULD BE MEASURED”

Social media measurement (and all communications measurement and research) should be regarded as a critical part of the business of public relations.

A special session this week will aim to agree to a framework for global standards in social media measurement.

➤ **Do you measure social media?**

# How?

**BUSINESS  
INSIDER**

## This INSANE Graphic Shows How Ludicrously Complicated Social Media Marketing Is Now

May 17, 2012



facebook

# Yes, Social Media Measurement Can Be:

- Overwhelming
- Intimidating
- Frustrating
- Complex
- Time Consuming



**But it doesn't have to be.**

**You don't have to measure the "universe" of social media.**

# Instead, Measure the Social Influencers

## ■ Measuring Social Influencers:

- Reduces the **volume** of social media conversations to measure
- Reduces the **time** needed to measure social media conversations
- Reduces the **cost** to measure social media conversations
- Eliminates the **complexity** of measuring the “universe” of social media
- Separates the **signal** from the noise
- Increases the **relevancy** of social media conversations to measure
- Improves the **business** of communications





# What is Influence?

- The capability of a publication/site, an organization or an individual to have an impact on the actions or opinions of others.
- Relevancy: Those who have influence in the debate on health care likely would not have the same influence in conversations about consumer goods.
- Influencers:
  - Talk frequently about your brand, your competitors or your industry
  - Often use the keywords that are important to your messaging
  - Have a high engagement level with their fans and followers
  - Have a deep social footprint



# What is Not Influence?

- “Vanity metrics” or “popularity metrics” – the number of fans/followers – are not valuable metrics of influence on their own.
  - Lady Gaga: 24.1-million Twitter followers
  - Justin Bieber: 21.8 million
  - Kim Kardashian: 14.6 million
  - Katie Paine: 13,756 (Measurement)
  - Margot Sinclair Savell: 5,759 (Wine)



**Find people who talk about what matters to your brand.**

# Exercise

- **Tweep Number 1:** 10,000 Twitter Followers
- **Tweep Number 2:** 500 Followers
  
- **Which is more influential?**



# Exercise

## Look Behind the Numbers

- **Tweep Number 1:** 10,000 Twitter Followers
  - Most of the 10,000 followers are bots/inactive
- **Tweep Number 2:** 500 Followers
  - Most of the 500 followers have 5,000 of their own followers

**Which Tweep has more** INFLUENCE ?

- Which Tweep talks about topics that matter to your brand?



# Reaching Out to Influencers Is Not New

## Who are Influencers?

- Influential people with a relevant footprint, who talk about what matters to your brand

### In traditional media PR we reach out to:

- Journalists
- Analysts
- Thought Leaders
- Industry Experts/SMEs
- Commentators
- Newsmakers
- Opinion Makers
- Academics
- Early Adopters
- Customers (Testimonials)
- Politicians

### In social media PR, we reach out to:

- Online Journalists
- Online Analysts
- Online Thought Leaders
- Online Industry Experts/SMEs
- Online Commentators
- Online Newsmakers
- Online Opinion Makers
- Online Academics
- Early Adopters
- Customers (Advocates)
- Online Politicians

➤ Others?

# Who are Other Influencers?

- Someone quoted frequently in national media

➤ **Others?**



# Process: Measure the Social Influencers

## The Global Solution

### ▪ Influencer Identification

- Identify key influencers in your industry
- Find all the right people in all the right places

### ▪ Influencer Cultivation and Engagement

- Build relationships with these influential “few but mighty”
- Engage with them
  - Send messages and content to these influencers instead of trying to engage the entire (complex) universe of social media

### ▪ Influencer Monitoring & Measurement

- Develop a program that ties to business goals and objectives, and measures results of the conversations by the influencers.
- Measure your results on an on-going basis.
- Use your findings to inform future strategy and to demonstrate business benefits.

# Specifically



## 1. LISTEN & IDENTIFY

Listen to *relevant* conversations through social monitoring tools, identifying influencers by keyword and reach.

- Relevance drives influence.
- 3% of people online make 90% of impact.



## 2. CREATE & ACTIVATE COMMUNITY

Activate your community by engaging with these influencers about topics important to them, and by distributing your brand content to them.



## 3. MEASURE the results

## 4. STRATEGIZE

Use the information to develop actionable findings that inform future strategy.



## 5. REPEAT

Update your influencer list monthly; measure on an ongoing basis.



# 1. Identify: Relevant Keywords

To find the most important influencers

## Start simple

- Use common words or short phrases relevant to your business, message, products, services and/or industry.

## Be specific

- Use the keyword phrase “mobile technology” rather than “technology.”

## Avoid industry jargon

- Identify keywords spoken by your customers.

## Research your competitors

- Check websites, meta-tags and Google.



Feed the keywords into an influencer identification tool, a social listening platform or an online, free tool.

# 1. Identify: Relevant Influencers

Determine influence by relevancy and engagement.

## ▪ **Relevance:**

- People who matter most to your subject
- People who contribute to your topics
- People who advocate for your brand
- People who advocate for your industry



## ▪ **Resonance:**

- People's ability to engage their audience

**RESONANCE**

## ▪ **Engagement:**

- Audiences actively participate with influencers
- Audiences actively refer to influencers
- Audiences amplify conversations by/with influencers



➤ **Others?**

## 2. Create & Activate Your Community

- Build relationships with these influencers.
- Engage with them about topics important to them.
- Distribute your messages and brand content to them.



## 2. Create & Activate Your Community

- **Caution:** If you manually look for influencers, read several months of their posts to make sure they are influential about the topics that matter to your brand.

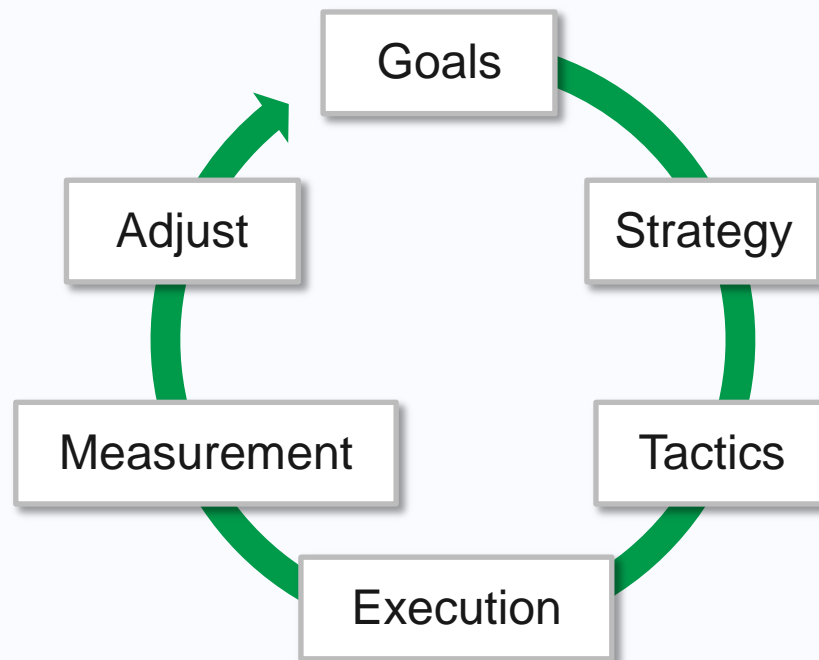


# 3. Measure: What is the Process?

- Similar to all PR measurement:
  - A. Set your goals and objectives
  - B. Define your audience of influencers
  - C. Define your metrics
    - A. Choose your relevancy and engagement metrics (KPIs)
    - B. Do not measure everything
  - D. Select your tool
  - E. Measure
  - F. Repeat

# 3A. Measure: Set Your Goals & Objectives

- Connect your measurement program to your business goals and objectives.
- Create a consistent plan of monthly measurement



# 3B. Measure: Define Your Audience

What online influencer groups are you targeting?



- Journalists
- Analysts
  - Investment
  - Tech
  - Market
- Thought Leaders
- Industry Experts/SMEs
- Commentators
- Newsmakers
- Opinion Makers
- Academic Experts
- Early Adopters
- Customers (Advocates)
- Politicians

# 3C. Measure: Define Your Metrics

## ▪ Relevance

- # of times someone talks about your brand or key topics
- # of times someone recommends your brand

## ▪ Resonance/Engagement

- # of @mentions on Twitter
- # of RTs on Twitter
- # of Twitter Link Clicks
- # of Likes on Facebook updates
- # of Comments on Facebook updates
- # of Engaged Users (Facebook)
- # of Shares
- # of Fan posts on Facebook
- # of Video Comments on YouTube
- Site: Email opt-in, RSS opt-in, Shares (e.g., forward to a friend, book mark, share this button, participation in surveys, games, tools, contests, downloads such as coupons and white papers)



**RESONANCE**

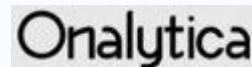


➤ **Others?**



# 3D. Measure: Select Your Tool

- Sysomos
- Radian6
- Visible Technologies
- Traackr
- mBLAST
- SocMetrics
- PeopleBrowser
- Media Relations Rating Points
- Onalytica
- Commetric
- Alianzo
- Klout
- PeerIndex



➤ What tools do you use?

## 3D. Select Your Tool - Example

# TRAACKR

Traackr is an **Influencer Identification tool** that helps you find and understand influencers important to your business.

Based on a keyword search, Traackr calculates scores for ***Reach, Resonance & Relevance***.



Traackr provides profiles of these influencers to demonstrate their online footprints and relevant posts related to your keywords and topics.

Once you find your influencers, cultivate them, engage with them, share your assets with them and then **measure your results** on an ongoing and consistent basis.

## 4. Strategize

- Based on your measurement results, develop **actionable findings**.
- Use your findings to **adjust your messages** and **revise your strategies**.
- Use your findings to **demonstrate business benefits**.



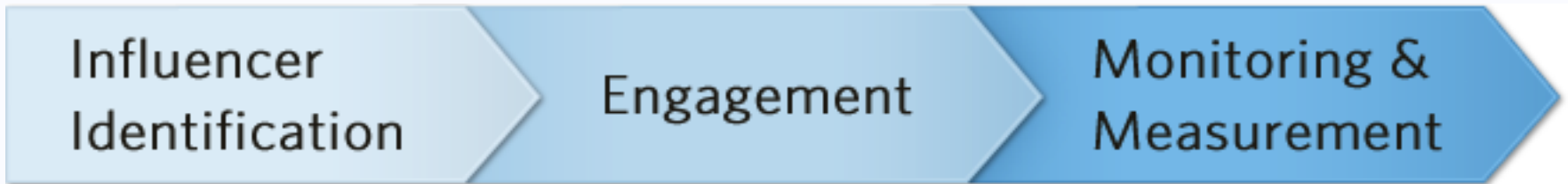
# 5. Repeat

- **Compare** findings to previous months.
- Measure the results of your engagement efforts **again**.
- **Update** your influencer list every week or month.




# Key Takeaways


➤ **What are your key takeaways?**




# Key Takeaways



Measure your brand influencers, rather than the complex universe of social media, to save time and costs.



The number of followers/fans on its own is not a valuable metric of influence. Apply relevancy and engagement metrics to determine influence.



The Influencer steps to take: Identify, Engage, Measure, Strategize and Repeat.



Measuring Social Media Influencers improves the business of communications.

# ADDITIONAL QUESTIONS?

## Thank you!

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# Margot Sinclair Savell

Senior Vice President, Global Measurement  
Research + Data Insights

## CURRENT POSITION

Margot Sinclair Savell brings to Research + Data Insights, at Hill + Knowlton Strategies, more than 25 years experience in public relations measurement and analytics, interactive marketing communications, and journalism in the U.S. and Canada.

Her measurement expertise has led to speaking engagements for the International Association for the Measurement & Evaluation of Communications (AMEC), Institute of PR Measurement, PR News, PRSA, BlogWorld, International Association of Business Communicators, Canadian Marketing Association, Bulldog Reporter, PR Week, Business Wire, Masters of Digital Media Programme (Canada) and Seattle Social Media Club.

## PRIOR HISTORY

Before joining RDI, Margot was a vice president of measurement at Weber Shandwick, the editorial director at the British technology marketing agency, Metia, and an editorial manager at AOL. Her international experience includes strategic planning and analytics across Europe, Asia and the Americas.

During Margot's career, she also oversaw all content creation, marketing and analytics for TV and newspaper Web sites at Cox Interactive Media and Internet Broadcasting. As an early adopter of online technology in 1994 in Vancouver, Margot started her own PR company, TrackNet Online Research, which helped clients measure the success of their online strategies.



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# David Iannelli

President, Global  
Research + Data Insights

## CURRENT POSITION

David Iannelli brings more than 20 years of experience conducting public affairs, reputation and marketing research for leading corporations across a broad range of industries, including financial services, energy, health care, pharmaceutical and information technology.

David's international experience includes conducting research across Europe, the Middle East, Africa, Asia-Pacific and the Americas. Most notable is research he conducted for the International Olympic Committee across 17 nations. He has also done extensive international work in the financial sector, conducted research on democratic institutions in Bangladesh and campaign polling for Mexican presidential candidate Vicente Fox.

## PRIOR HISTORY

Before transitioning to senior vice president of Research + Data Insights at Hill+Knowlton Strategies, David served in a similar capacity as managing director at Public Strategies.

Prior to joining Public Strategies, David spent seven years as a colleague of noted pollster and strategist Robert M. Teeter. As Coldwater Corporation vice president and senior consultant, David worked with Teeter to advise multinational corporations and also directed *The Wall Street Journal*/NBC News Poll and other major research projects as part of the bipartisan Hart-Teeter research team.

David began his public opinion research career at Market Strategies, has served as campaign manager for two U.S. congressional candidates, and has consulted on various other federal and state campaigns.

He holds a bachelor's degree from Northwestern University with honors in political science, an MBA from the University of Chicago Booth School of Business, and a master's degree from the Gerald R. Ford School of Public Policy at the University of Michigan.



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