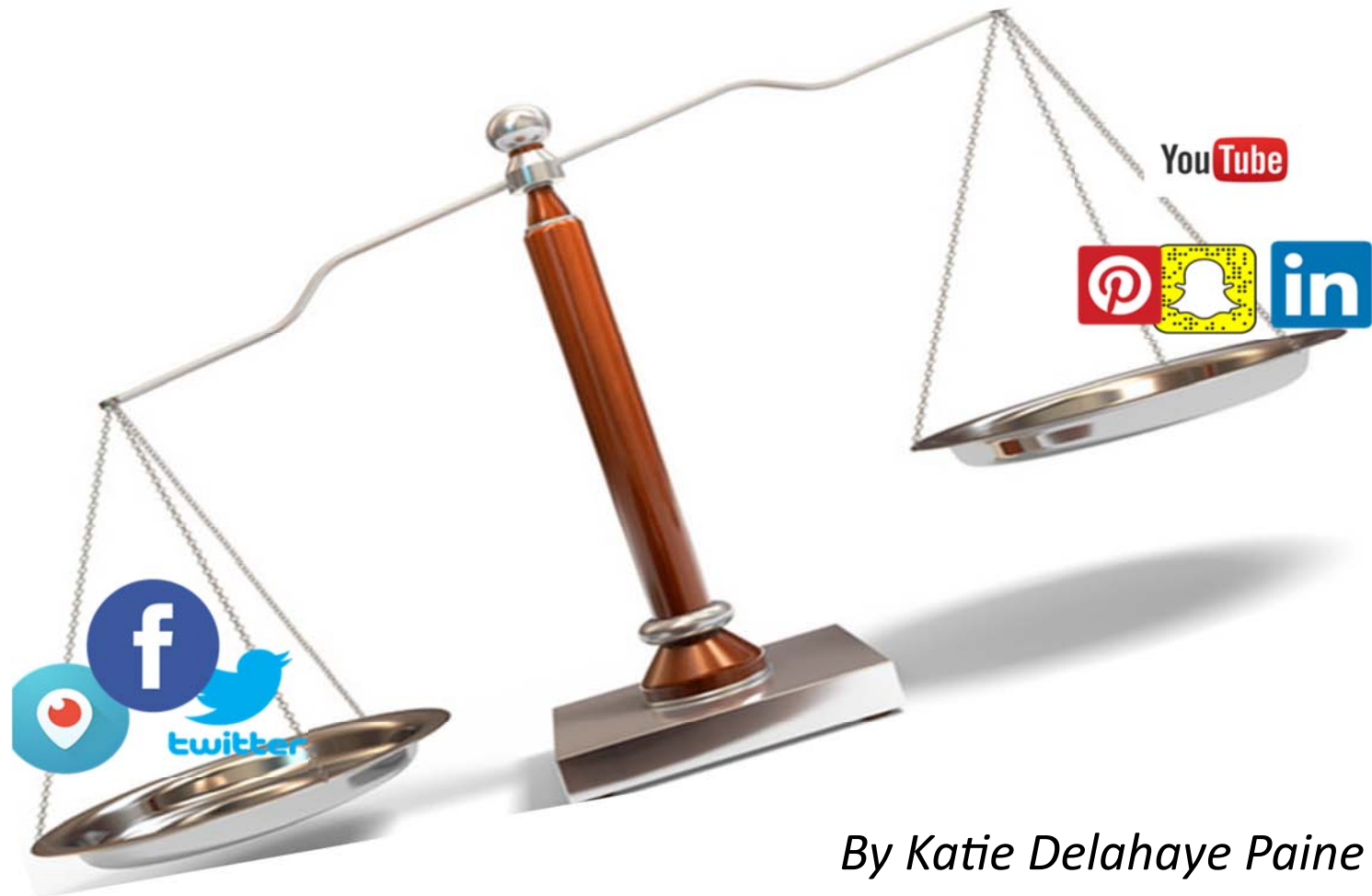


Social Media Measurement 101

How To Measure What Matters in Social Media



By Katie Delahaye Paine

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Why Every Social Media Manager Needs This eBook Now

Over the past couple of decades the business world has adopted social media measurement and evaluation as essential business tools. Metrics, Key Performance Indicators (KPIs), and dashboards are now standard for most marketing departments. However, while organizations have had marketing mix models and decades worth of data with which to define success for display advertising, email, and a dozen other paid marketing activities, social media has been a conundrum to many of the same organizations. Its relatively low cost, uncertain reach, and rapid growth has given rise to a host of what most think of as “vanity metrics.”

You'll be more credible

The first reason you need to read this eBook right now is to protect your own credibility. You do NOT want to be using vanity metrics in 2017. CFOs and the rest of the “numbers guys” in your organization roll their eyes when you come in with gy-normous and completely meaningless numbers. This book will help you replace all those vanity metrics with meaningful measures that not only evaluate current success but also help you plan for the future.

You'll save time and get more meaning from your data

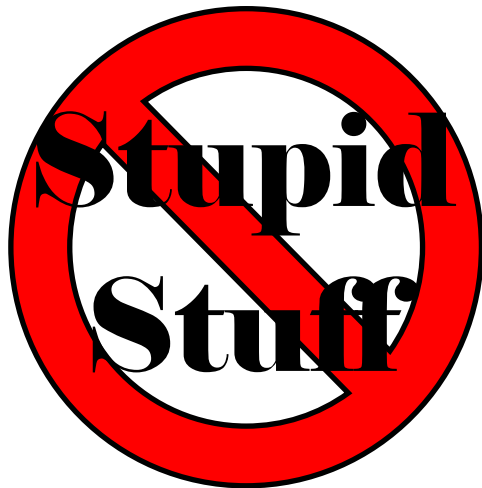
Secondly, consistent, actionable, and meaningful metrics not only boost your credibility but make your life SO much easier. I've watched CMO and VPs trying to sort through six different reports from six different social and digital agencies only to realize that none of the numbers are comparable so there is no way for them to



know what really worked or didn't. Without a consistent agreed-upon measurement system, you end up with multiple metrics that don't tell you anything.

You'll get to say no to stupid stuff

As social media professionals, it's never easy to say "no" to new projects. If you're the go-to person for social media it's worse because everyone thinks social media is "easy and free." But as we've seen over and over again, bad social media is at best a waste



of time and at worst a reputation buster. To manage social media well takes time and resources. Consistent measures of success, that tell you what worked and didn't work in terms of real business results, make it far easier to say no to the time-wasting projects so you can focus on the ones that generate great results.

The Bean Counters will love you

Historically communications professionals have been seen as "word people" who eschew metrics, numbers and anything quantifiable. But social media is so easily measured and tracked (some might

argue too easily, but we'll deal with that later) that it's easy to impress those business types. You'll be able to come into meetings armed with numbers AND insight.

Dispelling the Measurement Myths

The first step your measurement journey is to dispel some of the common myths surrounding metrics. For decades, these myths have discouraged organizations from embracing measurement and evaluation:

1. Metrics will show that my program doesn't work.

First of all, there's the fear that measurement will show that a popular program isn't working. That's understandable as no one wants to have their favorite program cancelled. But the purpose of any evaluation program is to determine what elements are working and which elements are not. And if you don't have an evaluation system in place, how will you know the difference? Doesn't it make more sense to spend more money on the programs that work, and save money by eliminating the ones that don't? If research shows that a program is not working, why do you want to waste resources on it?

2. I can't afford to measure

Secondly, there's a belief that measurement is expensive. But consider this: What's the cost of ignorance? Do you really want to invest your budget in something of questionable value? Put another way, doesn't it make more sense to spend money evaluating a program so you don't waste money in the future?

3. *Measurement can wait until after my campaign*

Measurement is not something you do when a campaign is complete and all the money's been spent. Evaluation needs to be built into your plan upfront with milestones and metrics to help you understand how you're doing along the way and make modifications as needed.

The basic premise of evaluation in social media is A/B testing — comparing results of one test vs another. The good news is that the speed of social media makes it easy. You do something one way, try it, evaluate it, try again with a different twist and see which tactic performs better. But you absolutely have to set a baseline to know whether you've moved the needle.

4. *You'll learn more from failure than you will from success*

Make sure you are measuring failure as well as success. If you don't know what didn't work, you are doomed to repeat it. Have the confidence to point out what doesn't work. This conveys the message that you're managing budgets well and that you're willing to make judgments based on facts, not emotions.

5. *Get buy-in from everyone who will use the data*

No matter how much you may want to be a hero, measurement is not something that can be done alone. You need to get buy-in from the entire organization. Please don't groan. You might find that the quiet accountant down the hall actually has critical data that can help your cause. The point is, for any good

organization, the results are greater than the sum of the parts. Just because you think you know the return on investment (ROI) for your promoted Tweets, don't assume there aren't other factors you need to take into account.

If you're ready to take your first step into the wonderful world of measurement and evaluation, read on!



About the Author

Katie Delahaye Paine, CEO of Paine Publishing

Katie, also known as the Measurement Queen ([@queenofmetrics](#)), has been a pioneer in the field of measurement for roughly three decades. She founded two measurement companies and has written three books (all available on [Amazon](#)).

Her most recent company, Paine Publishing (established in 2013), is the first educational publishing firm entirely dedicated to creating more Measurement Mavens. Its bimonthly newsletter, [The Measurement Advisor](#), is the world's most comprehensive source of information about best practices in social media measurement.

In her consulting practices, she designs measurement dashboards for some of today's most admired organizations. Katie has also been a leading promoter of standards in the PR and social media measurement field, most recently as the initial organizer of [The Conclave](#) that released social media measurement standards. Katie is a Senior Fellow and Advisory Board member of the Society for New Social media Research (SNCR). She was also a founder of the Institute for Public Relations Measurement Commission (IPRMC).

Measurement aside, Katie is happiest on her sailing dinghy, a vintage 1960 Merrimac, or moseying around Shankhassick Farm in Durham, New Hampshire, where she lives with her cats Toulouse & Fergie, and a flock of chickens.

Special thanks to: Bill Paarlberg for his edits and Erinn Larson for her edits, compilation, and design (including the cover). Images throughout this eBook are provided by Shutterstock, Pixabay, and Microsoft Clip Art.



About Paine Publishing

Paine Publishing, LLC is an educational publishing company that helps organizations establish effective, meaningful social media measurement programs that are compliant with industry standards.

We publish [The Measurement Advisor](#), a bimonthly newsletter for professional communicators who want to create and improve their measurement programs and need the information to do it effectively. Each newsletter contains the latest news, tips, and resources for everything you want (and need) to know about the measurement of PR, social media, marketing, internal & corporate social media, and more.

Additionally, Paine Publishing offers a range of downloadable resources including:

- [Measurement 101 Course-in-a-Box](#)
- [Measurement 101 Course-in-a-Box for Professors](#)
- [The Measurement Sherpa's Essential Guide](#)
- [Barcelona Principles Compliance Tutorial](#)
- [The DMO's Ticket to Barcelona Principles Compliance Tutorial](#)
- [50 Shades of PR ROI](#)

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