

Social Media Measurement

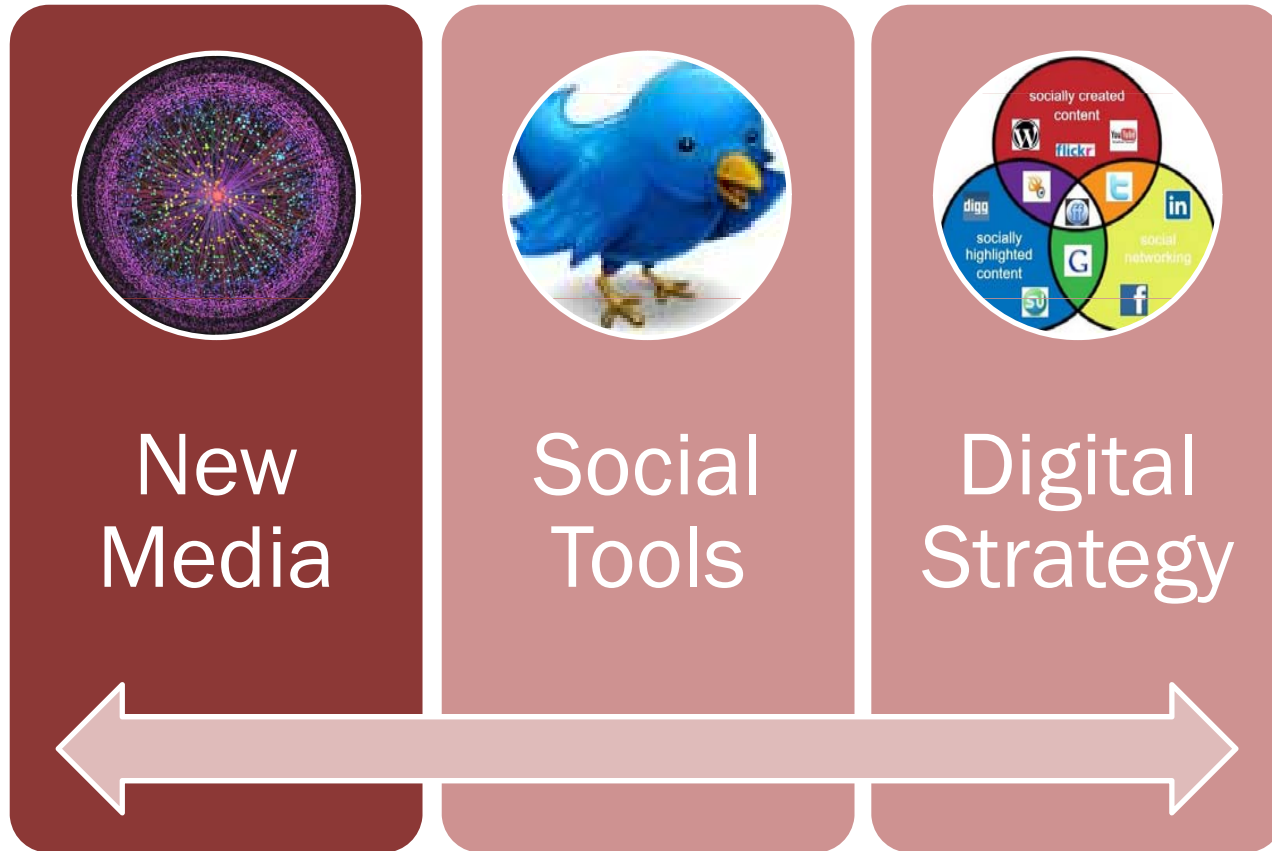
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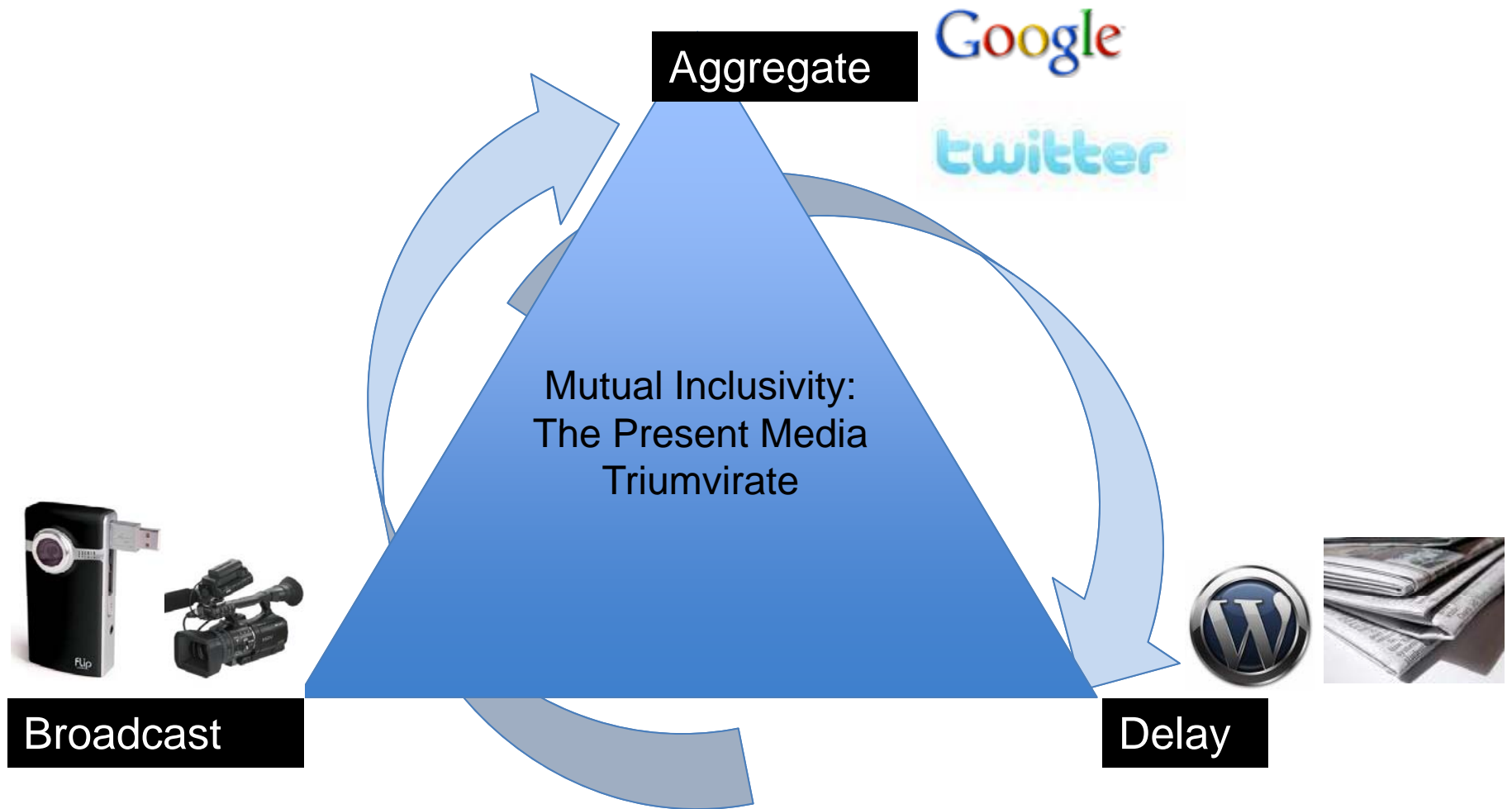
Landscape



PRESENT MEDIA

alter your culture.

Present Media Triumvirate




MEASUREMENT

of socialized media.

What is Measurement?

- The act or process of assigning numbers to show results
 - Just numbers?
- What does measurement in the social web look like?
 - Momentum, in real-time
 - An ability to demonstrate what's working **When**
 - A mixture of information **Measurement** **How**

Who **Why** **Where** **What**

meas·ure·ment  [mezh-er-muhnt]

New Metrics for PR 2.0

Then

Hits

Eyeballs

Ad value

Mentions

Weight of a clip book

Now

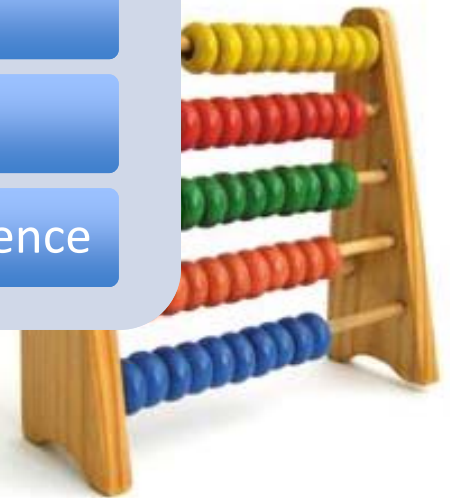
Engagement

Referrals

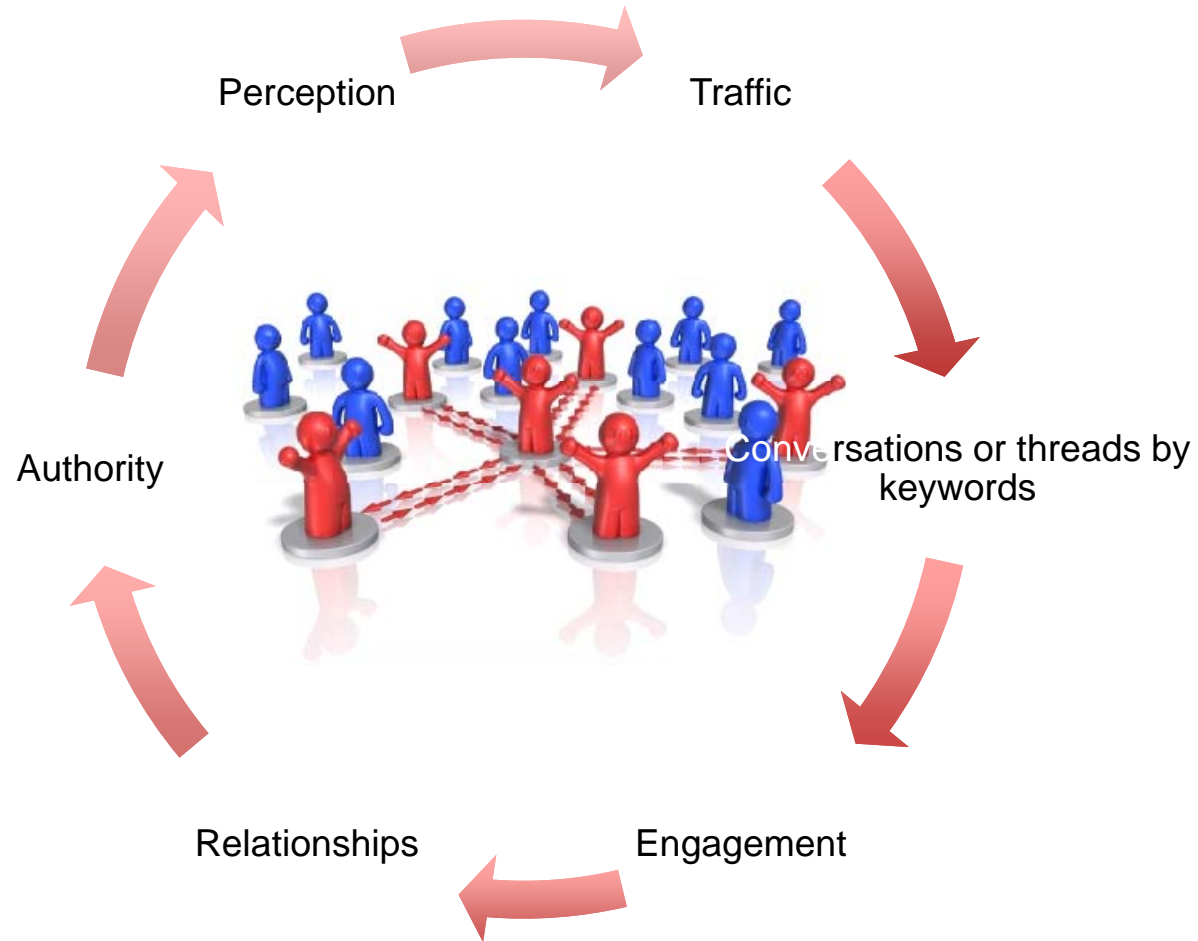
Activity

Sales

Behavioral influence



The New Trackable Elements



Tools: Free



I monitor Google, Google News, Google Blogsearch and more

Google Search

I'm Feeling Lucky



See what's happening — *right now.*

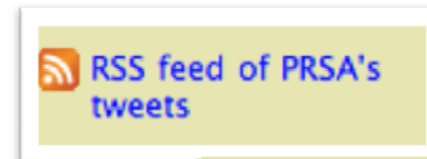
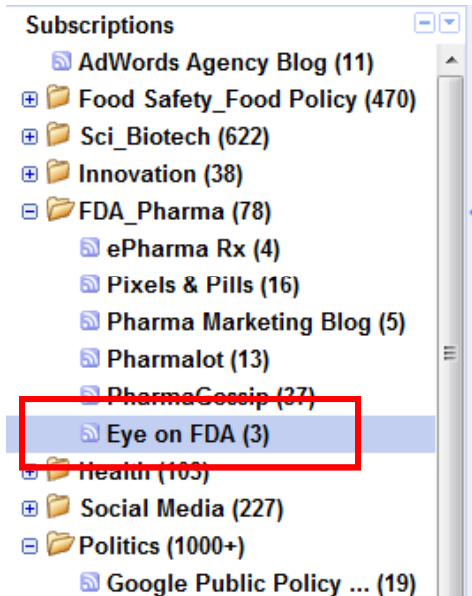
Q- take advantage of this real time search



[Advanced Search](#)

Search

Be Aggressive and Vigilant



Name PRSA
Location New York
Web <http://www.prsa.org>
Bio World's largest organization for public relations professionals.

177	11,417	736
following	followers	listed

Tweets 1,096

More Free Tools: Klout



KLOUT *the Standard for Influence*

[sign in](#) | [sign up](#)

Klout Summary for @katiecouric

Score Analysis

Content Analysis



find twitter user



@katiecouric

Anchor of the CBS Evening News.
New York, NY

Follow

Klout Score

Measurement of your overall online influence [Learn more](#)

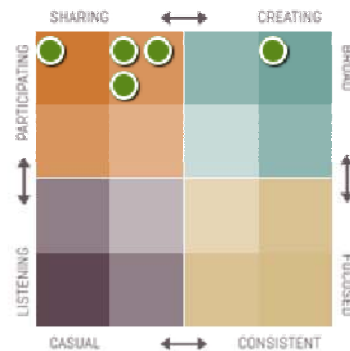
Score Summary

Compose Tweet

52
klout score

Klout Classification

Compose Tweet



@katiecouric is a persona

You have built a personal brand around your identity. There is a good chance that you work in social media or marketing but you might even be famous in real life. Being a persona is not just about having a ton of followers, to make it to the top right corner you need to engage with your audience. Make no mistake about it though, when you talk people listen.

Influenced By

Compose Tweet



NUMBER10GOV

51



HUFFINGTONPOST

91



CBSNEWS

71



JEFFJARVIS

75



BARBARANIXON

55

Paid Tools



Suite of social media tools to track, analyze and engage in conversations.



Measures consumer-generated media and online word-of-mouth to help companies track conversations.



Identifies influential online discussions on any given topic.

Smart measurement will
prove professional
VALUE.

But to do that, you have to set
GOALS.

And to do that, you have
to work with the right
TOOLS.

You have to
EARN MEDIA.

Earned Media is...

Earned Media is...
A view

Earned Media is...

A view

A vote

Earned Media is...

A view

A vote

A retweet

Earned Media is...

A view

A vote

A retweet

A comment

Earned Media is...

A view

A vote

A retweet

A comment

A subscriber

Earned Media is...

A view

A vote

A retweet

A comment

A subscriber

An incoming link

Earned Media is
Buzz.

But how do you
MEASURE it?

Ask Questions

Comment

- Engagement

Link

- Referral

Vote

- Behavioral influence



TECHNIQUES

Start here.

1. Official Link Strategy

1. Official Link
Strategy

2. Tactical
Outreach

1. Official Link
Strategy

2. Tactical
Outreach

3. Try New
Things

1. Official Link
Strategy

2. Tactical
Outreach

3. Try New
Things

4. Tag, Tag,
Tag

1. Official Link
Strategy

2. Tactical
Outreach

3. Try New
Things

4. Tag, Tag,
Tag

5. Analytics
+ Authority

1. Official Link
Strategy

2. Tactical
Outreach

3. Try New
Things

6. Answer With
Content

4. Tag, Tag,
Tag

5. Analytics
+ Authority

1. Official Link Strategy

2. Tactical Outreach

3. Try New Things

6. Answer With Content

7. Take Time for Progress Reports

4. Tag, Tag, Tag

5. Analytics + Authority

1. Official Link Strategy

2. Tactical Outreach

3. Try New Things

6. Answer With Content

7. Take Time for Progress Reports

4. Tag, Tag, Tag

5. Analytics + Authority

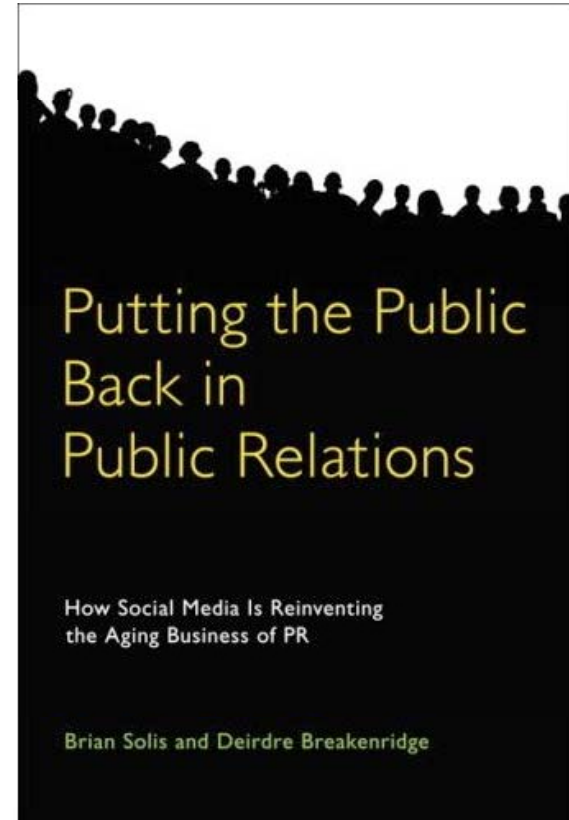
8. Take Screen Shots



A guide of Twitter for business.



Use the cheat sheet to make the most of your searches.



RESOURCES

Keep up.

Erica K. Anderson

Digital Strategy

Twitter: @EricaAmerica

Blog: EricaAmerica.com

THANK YOU.