

Social Media Network

Beyond vanity metrics: setting objectives for your social channels

17 January 2019, 14.30 – 17.30, Friends of the Earth, The Printworks, 139 Clapham Road, London SW9 0HP

Discussion: measuring and reporting

Notes from the discussions around measuring and reporting on social media activity.

Regular reporting is really beneficial to other teams, especially those whose work on content/campaigns you are sharing or supporting on social media. They need to know what's working and what isn't, just as much as you do.

There were differences across all the groups when it came to **how often they report** on their social media activity – never, monthly, quarterly. Everyone wants to reflect on and analyse the data, but they rarely have time.

Really important to have a **solid reporting framework**, so that you can continue to use it even when things don't go so well or campaign/creative tanks. It's tempting just to not report this, especially if you have a manager only interested in vanity metrics!

It's good to have a **weekly performance meeting** and talk openly with colleagues. It's quite common to look at the best/worst performing posts/content and pick them apart in a non-judgemental way.

Campaign **washup meetings** at the end of a campaign can also be useful, but note, it's also important to monitor, **report and act on insight as you go along**; by the end of a campaign it may be too late.

Some tools people are using to automate the process:

- SimilarWeb (competitor web stats including for referrals) <https://www.similarweb.com/>
- Social Bakers (quite good on the analytics side) <https://www.socialbakers.com/>
- Sprout Social (so so!) <https://sproutsocial.com/>
- PowerBI (Microsoft web app) <https://app.powerbi.com/home>

And finally: **work closely with your insight team/person** (if you have one) and find time to act on the insight.