

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

Practical exercise

Each group worked through a business objective, discussing what meaningful KPIs you could set to measure the effectiveness of your social media activity. Here's what they came up with:

Objective: increase traffic to the website

- The most obvious vanity metric for this is Click Through Rate (CTR). This may be a good indication of how clickable you've made your social content, but it says nothing about what value people clicking through has. Let's say you have a great piece of content and 1,000 people click through to the website – what do they do next? Who are these people? Are they going to be useful to you over the next 6 months, year or lifetime? Do they land on the page, find it irrelevant, and bounce off?
- Some more useful metrics might be:
 - Bounce rate,
 - Dwell time
 - Page relevancy
 - How many people go on to complete an action (like leave their email address or donate),
 - How many of this cohort are still on your database in a year.
- Measuring CTR can be inconsistent across different native and non-native tools and platforms. If you can try and use one platform then at least if there are discrepancies, these will be consistent!
- We heard that some people are having success with “click link in bio” on Instagram, while others are getting better click through from Instagram Stories. Experiment and see what works best for you.
- We also discussed whether a click through to a website is always a sign of success? Is it sometimes better to “meet people where they are” and keep people on their chosen platform, at least to start with? Be engaging on Instagram and people will warm to your brand. Only later might you ask them to complete a transaction on your website. Remember, the role of many NGOs is to provide people with good information or support; this doesn't have to be on your website. This may take some internal education/training within your org. Could having a Digital Champion in each team or department – someone who ‘gets it’ – help?
- Do we even need websites? This was a question people were asking a few years ago. Websites have survived, for now. And vulnerabilities with platforms like Facebook show you'd be foolish to dump your website; but note with the intro and rollout of Facebook Donate and integration of EventBrite for event registration, people may have less reason to leave the platform and visit your site.
- Does video drive people to your website? People have had mixed results. Straight “link posts” using a static image may have a better CTR, but a good

video might get shared more, therefore have greater reach, so although CRT may be lower, it still may generate more traffic to your site overall. As usual – test and see what works for you.

Objective: increase donations

- Donate on website: click through rate (CTR), conversions (GA)
- Text to donate via Twitter: retweets, text data estimates
- How many donors have shared, tweeted etc?
- New followers (through an email campaign)
- Video? 100% views shows engagement!
- Sentiment
- Traffic to FAQ page e.g. what is my money being spent on?
- Paid campaign – split testing
- Facebook fundraisers – works better for individuals than charities

Objective: take a campaign action

- Campaigns can be difficult to measure. For example, for a literacy campaign, how many people went on to read a book? Behaviour change might be driving action offline, so we need to find ways to make a best guess (e.g. how many people commented on [St Johns Ambulance chokeables video](#) saying the video helped them save a baby's life).
- In addition to KPIs you'd set for traffic, acquisition and awareness objectives (e.g. goal conversions in Google Analytics, form completes, engagement rate, average watch time etc), think about sentiment, and tracking keyword/tag mentions over the course of your campaign.
- Sentiment tools need constant training, especially with hard-hitting campaigns. If adopting them, find a way that makes sense for your campaign.
- Influencer mentions of your campaign – engagement rate/traffic
- Campaign champions (people highly engaged with your campaign) - how many recruited, KPIs for further engagement depending on action (split champion KPIs between social and offline engagement with your campaigner colleagues)

Objective: increase brand awareness

- Long-term measures: follower growth, demographic shifts, returning visitors vs. new visitors (including to website)
- Specific content campaigns e.g. around a brand refresh, new project and measuring performance of that content including sentiment and quantifying it thematically

Objective: increase engagement with your community

- Video completion rate
- Engagement rate
- Sentiment
- Unpacking the emoji reactions
- Timing of post – performance at different times of the day