

Social Media Network

Beyond vanity metrics: setting objectives for your social channels

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Top tips and advice

Each group came up with six important things to consider when it comes to measuring and reporting on social media activity. We've combined them all here:

- We need to shout more about the impact we are having!
- Measure for the project not the stakeholder. Agree this at the outset.
- Our approach must be goal-based (what does success look like?) and then appropriate metrics can be selected – these will differ from campaign to campaign and what may be a vanity metric for one project is a success metric for another
- Re-evaluate what constitutes best performing content.
- Know what success looks like before you post.
- Be consistent in how you measure and what tools you use. Standardise your metrics.
- Be selective and keep reports short and simple
- Benchmarking is important for measuring performance over time
- Effective use of metrics is about being honest about objectives, successes, failures etc. and learning from our results.
- Track assisted conversions.
- Completed views is a key video metric.
- It's up to us to educate stakeholders and report effectively.
- Always give context/narrative to your data; it can be meaningless on its own.
- Take external social media factors into consideration when comparing.
- Make time to engage with senior stakeholders to help them understand the bigger picture and context. It's not all about the big numbers.
- Tailor reports to the reader.
- Use simple, short, visual templates.
- Be prepared to act on your insight – including mid-campaign (don't wait until the end!)
- Take time to apply learnings from previous stats/reports to shape future content.
- Find time to do all the above!
- Oh, and keep it simple stupid (KISS), for everyone's benefit 😊