Social Media Measurement Field Guide Workshop

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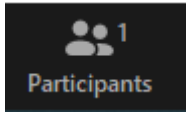
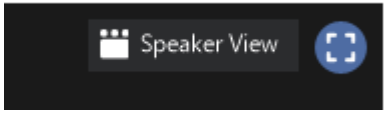
Please rename yourself - click on the Participants icon 

at the bottom of your screen, hover over your name, click on More, select Rename and enter your Name, Company, Country

Please change your view to Speaker view, so the speaker is featured in their viewing window 

To avoid background noise, we kindly ask you to keep your cameras and mics off until you go to the breakout rooms

Social Media Measurement Field Guide

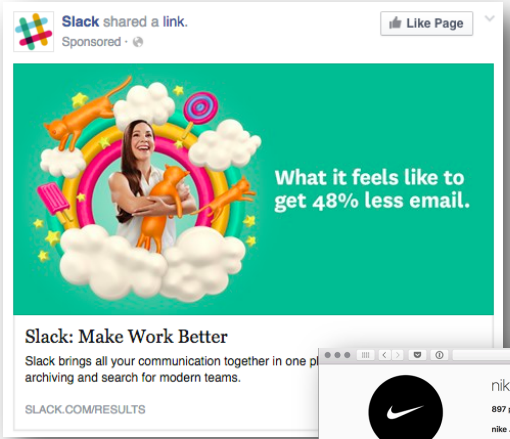
Created For:

- People entering the Social Media field
- Those looking to understand a new area of social media measurement

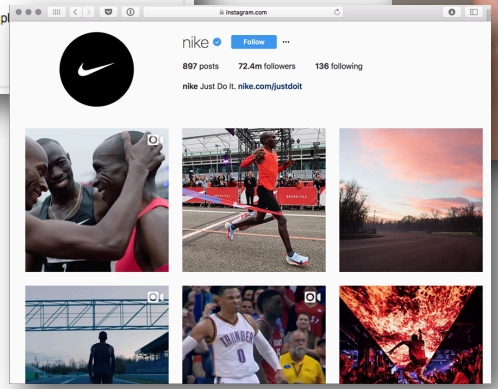
Covering:

- Types of social media campaigns
- Sources of social media data for each type
- Metrics appropriate to each type of campaign
  - How they affect buying / allocation decisions
  - Most important metrics for analyzing performance
- Tools and techniques
- Social vs. other digital
- Using social to build brands

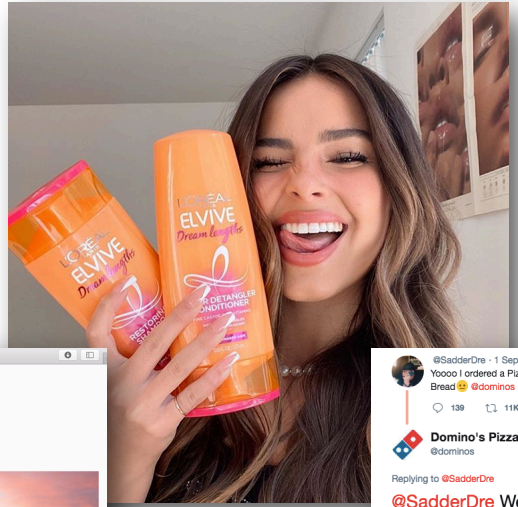
Types of Social Media Measurement



Paid



Owned



Influencers

Earned

Our Process

Today!

How is Social Media Measurement Different?

“Social media started because it was a conversation, and it was a way to react and respond directly. […] I do think at the heart of it, there’s something about community and connection that paid [advertising] can’t replace.” (September 2017)

Lia Zneimer
Director of Social Media, WeWork

Sources of Social Media Data

1st Party Social Media Analytics Tools	Provided directly by platforms for page and account owners (e.g. Facebook Insights, Youtube Analytics, etc.)
Social Advertising Platforms	Tools provided by platforms to enable the execution of paid media advertising buys and also report analytics (e.g. Google Adwords, Facebook Ads Manager, etc.)
3rd Party Social Media Analytics Tools	Aggregate social metrics via publicly available social data and access to social platform APIs. Includes both social performance metrics and social listening.
Third Party Tags	Third-party tagging allow by social platforms, in limited instances, to verify some of their in-house metrics.
Surveys and Panels	Survey within platforms or to aggregated data on panelists whose social usage can be tracked

Standard Metrics

Size and scale	Fans Followers Impressions Reach
Engagement	Likes Comments Reactions Clicks Shares
Social Listening	Mentions Volume Sentiment
Ad Effectiveness	Recall Favorability Purchase Intent
Actions	Downloads Email list signups Purchases
Video specific	Views View Durations Completion Rate

Influencer Metrics

Sales Lift	Relative to a control (not exposed)
ROAS (Return on Ad Spend)	The incremental dollar sales due to the influencer campaign relative to the cost of the campaign
Brand Relevancy	How well influencer's posts reflect the brand
Commercial Potential	Influencer's followers' level of interest in purchasing/trialing product/service mentioned in the post
Social Influence	Size of influencer candidate's following/audience Level of engagement of followers
Audience Compatibility	Fit between influencer's audience and brand's audience profile
Selected Content Performance	Level of engagement with the influencer's selected content (i.e., past sponsorship or a specific category) Audience reactions to such content with respect to favorability, intent to purchase

Breakout Groups

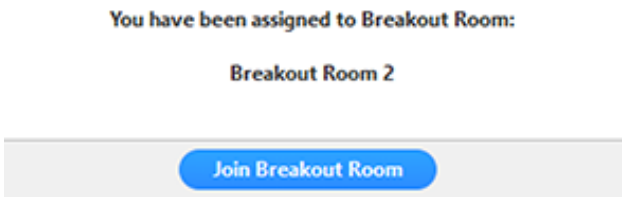
1. Paid/Owned/Earned Social Media moderated by Danny Landau and Jon Farb

2. Influencer Selection and Measurement, moderated by Danti Chen and Shelly Murphy

3. Social Media and the Marketing Funnel: From Brand Reputation to Lower Funnel Metrics, moderated by Amy Laine and Andrew Reid

Breakout rooms

- The following pop up window will appear when you’re assigned to a breakout room, please select Join Breakout Room.



- Don’t forget to change your view to Gallery view (top right corner) and unmute yourself once you joined the breakout room

Let’s Continue the Conversation! Join the ARF Social Council Community.

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