

17 April 2012

Social media analytics

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Four Communications

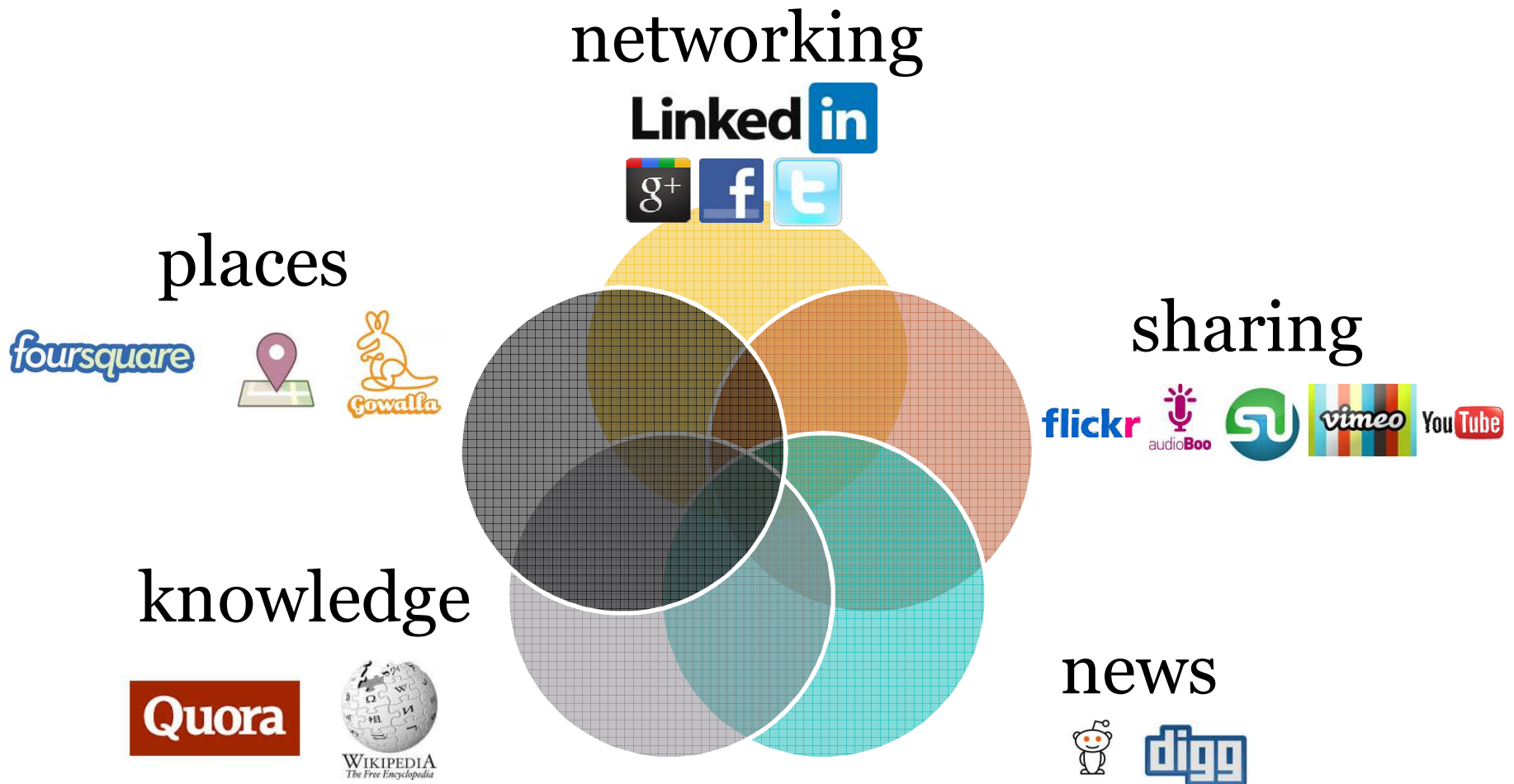
four

the independent integrated agency

Social media analytics

- Today:
 - What are social media analytics?
 - Methodologies
 - Metrics
 - Tools

First – a reminder of the scale of social media



Why analytics?

- Asking the right questions is the most important first stage of any audit
- There are some things social media analytics are well suited for....
... and some they are not

How can social media support our existing PR and marketing efforts?

How can we make best use of internal resources to tell their stories?

Would we benefit from a presence on X platform?

Are we missing out on something that could have a positive impact on my organisation?

Are we able to use social media to extend or vary our audience?

Is there content we would benefit from that we can access via social media?

How can we increase our overall online presence?

How can we maintain a consistent brand online?

How can we objectively measure the success of using social media in a campaign?

What are the next five things we should do with social media?

How can we evaluate the potential value of a proposed social media partnership?

Can we engage customers, partners and local businesses in new ways?

Are we using social media as a market-leader should?

How can we make best use of the wealth of content we have as an organisation?

How do we make sure we are always where our public expects us to be?

Why analytics?

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Traditional analytics



The social media gap



How do I get started?

- With four questions:

What do I want to
know?

What **existing**
data is there?

How will I use the
results?

How can I get the
data I need?

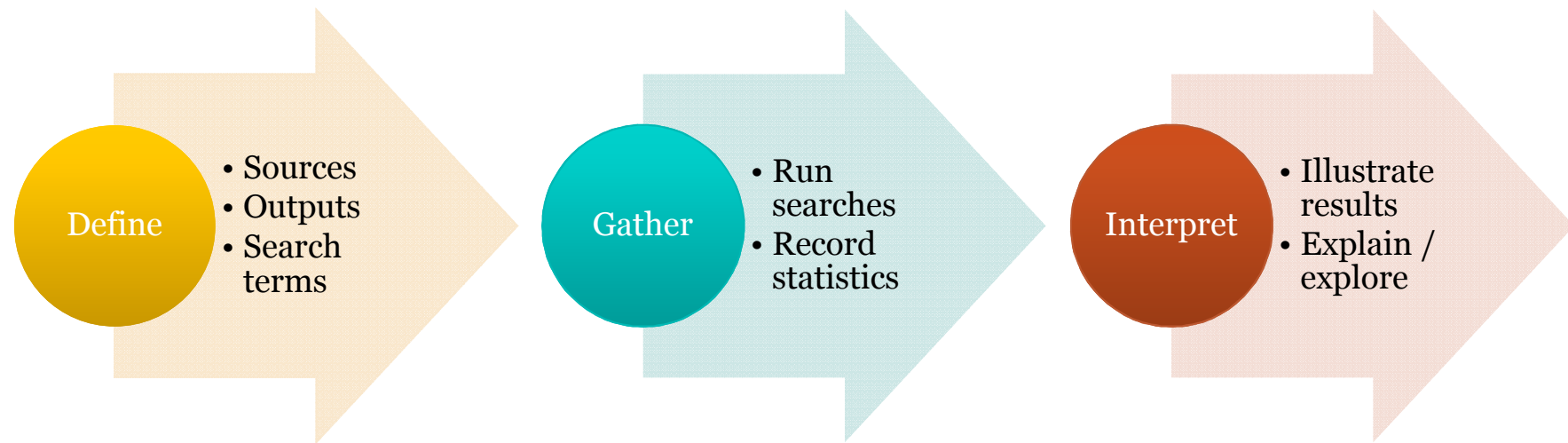
Existing data

- Could be your own:
 - Sales figures
 - Offline conversion rates
 - Web traffic figures
 - Historic social media figures
 - Enquiries through social media
- Or other peoples':
 - Has anyone carried out a report into this field before?
 - Competitors' Twitter and Facebook accounts
 - Information from sites like Alexa.com

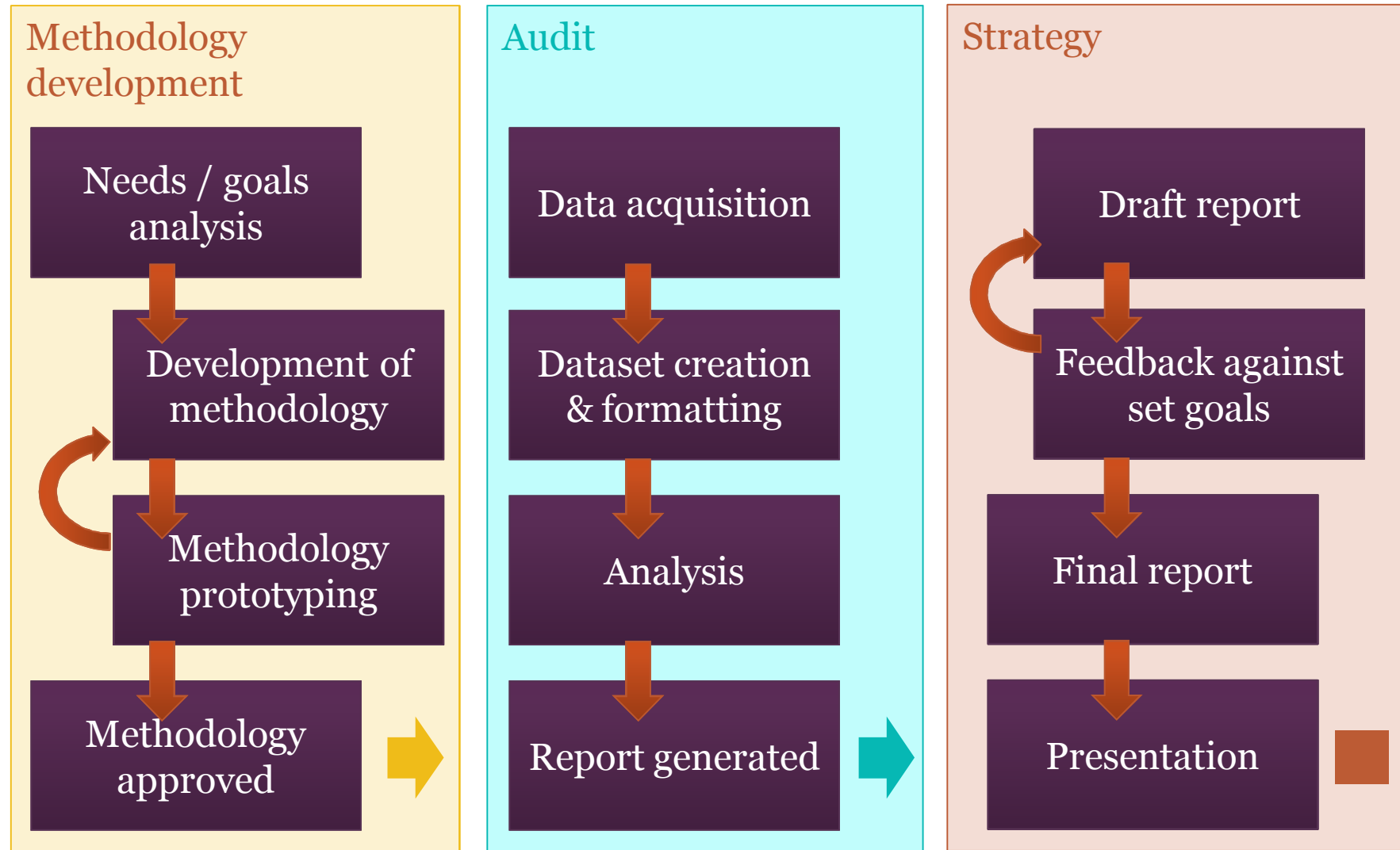
Fetching your own data

- Audit data
 - There are many ways to conduct an audit – we'll look at a few later
 - But the important point is that with a bit of time and effort there are many basic measures that can be made without spending loads of money
 - Small measurements made and recorded frequently can be more useful than large-scale audits every 6 months or a year
 - This is because social data fades quickly
- Timing is important: as a rule of thumb, specific data more than 6 months old, and generic data more than a year old shouldn't be used

Action plan

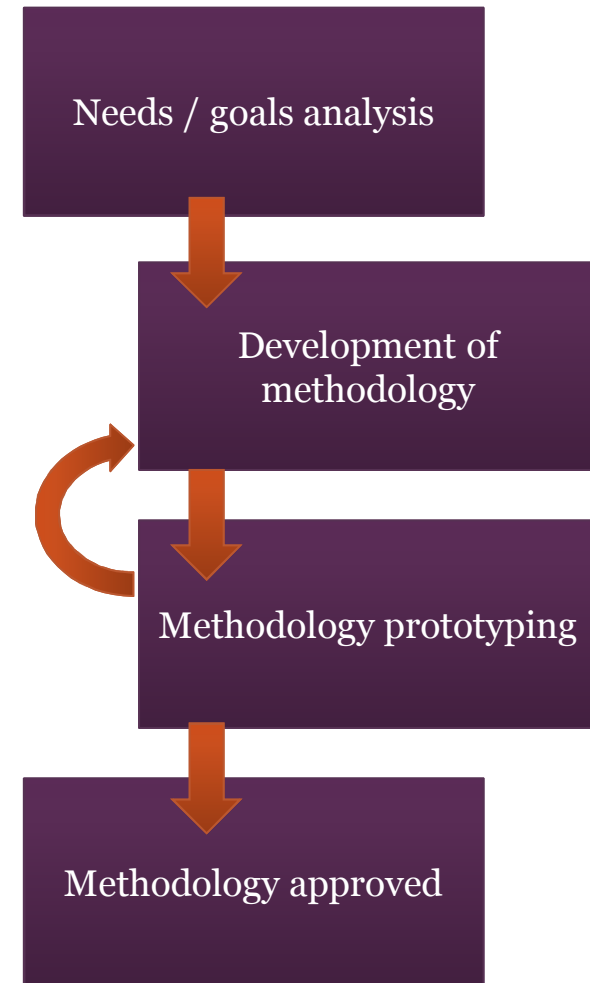


Example process

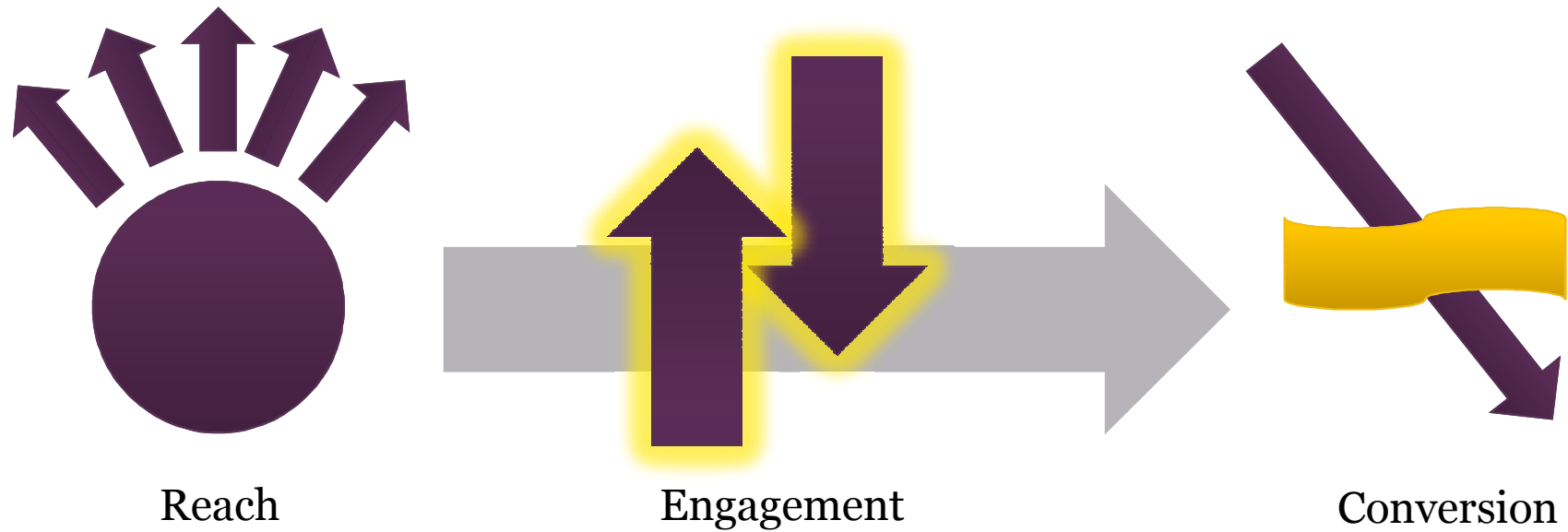


Methodology development - example

- Our first stage is therefore to identify your needs and goals in some detail – as well as any potential obstacles
- An important part of this stage is to identify what data is available upfront (e.g. web analytics, market research)
- Our full methodology document defines objectives, sources, metrics, outputs, processes, search terms, tools used, report structure and baselines for campaign comparison
- We create a prototype based on this methodology and test it with a sample of live data before we set it live



Back to the diagram



What we hear

Individual
comments

Sentiment

Topics

Conversation
locations

Frequency

Who is
speaking

Brand
awareness

Share of
voice

Trends

Overview

Mentioned every **1.8 second**

47,519 average posts per day

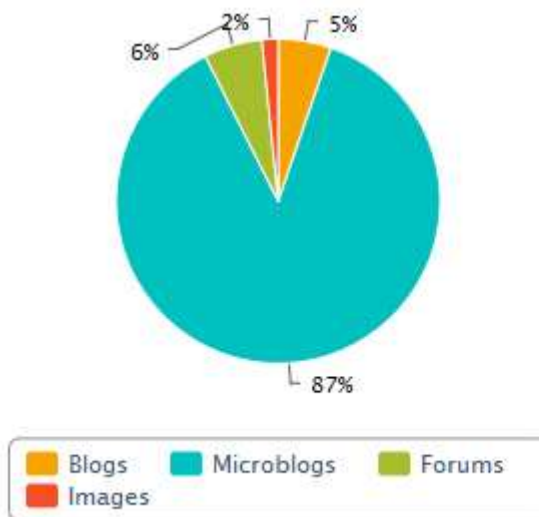
91,869 maximum posts in one day

Most mentions on **07/18/2011**

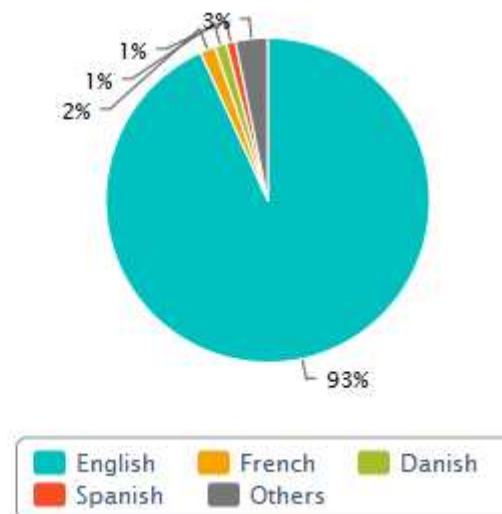
Overall Sentiment

Sentiment Change **↑ 4%** more positive conversation

Category Distribution



Top Languages



Analysis

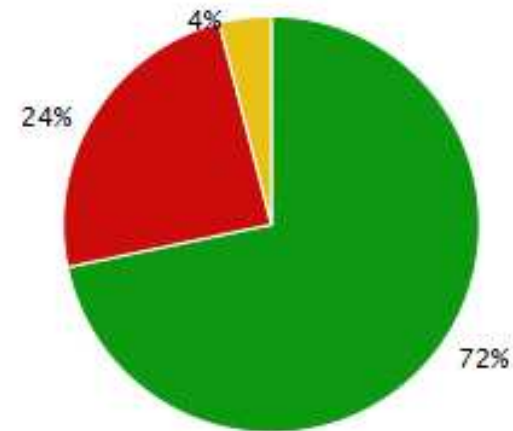
63%
Sentimental
Content

Passion
Positive - 357 (**Very High**)
Negative - 100 (**Medium**)

37%
Sentences
Mention Subject

Text Size Relevance Color Sentiment Sentiment for Sentences about my topic.

2011 use bills **business** carbon change
companies Conditions content copy COST development
efficiency **Environment** even features Feeds
fuel government green Guardian News help high
home increase industry Limited market Media money
natural people plans **power price** production provide
renewable save solar subject supply system technology
Terms UK US work World News year



Analysis

Topic Categories	% of Posts
Price	36 %
Expectations	24 %
Quality	20 %
Attractiveness	12 %
Achievement	9 %
Intrigue	8 %
Creativity	8 %
Health	7 %
Difficulty	7 %

Adjectives	% of Posts
like	21 %
last	15 %
first	15 %
Limited	15 %
level	11 %
long	10 %
light	9 %
big	8 %
open	8 %
free	8 %

Positive Words	% of Posts
benefit	10 %
great	10 %
best	10 %
clean	9 %
cool	4 %
perfect	3 %

Negative Words	% of Posts
problem	9 %
concerns	8 %
bad	4 %
difficult	3 %
slow	3 %
lack	2 %

Challenges

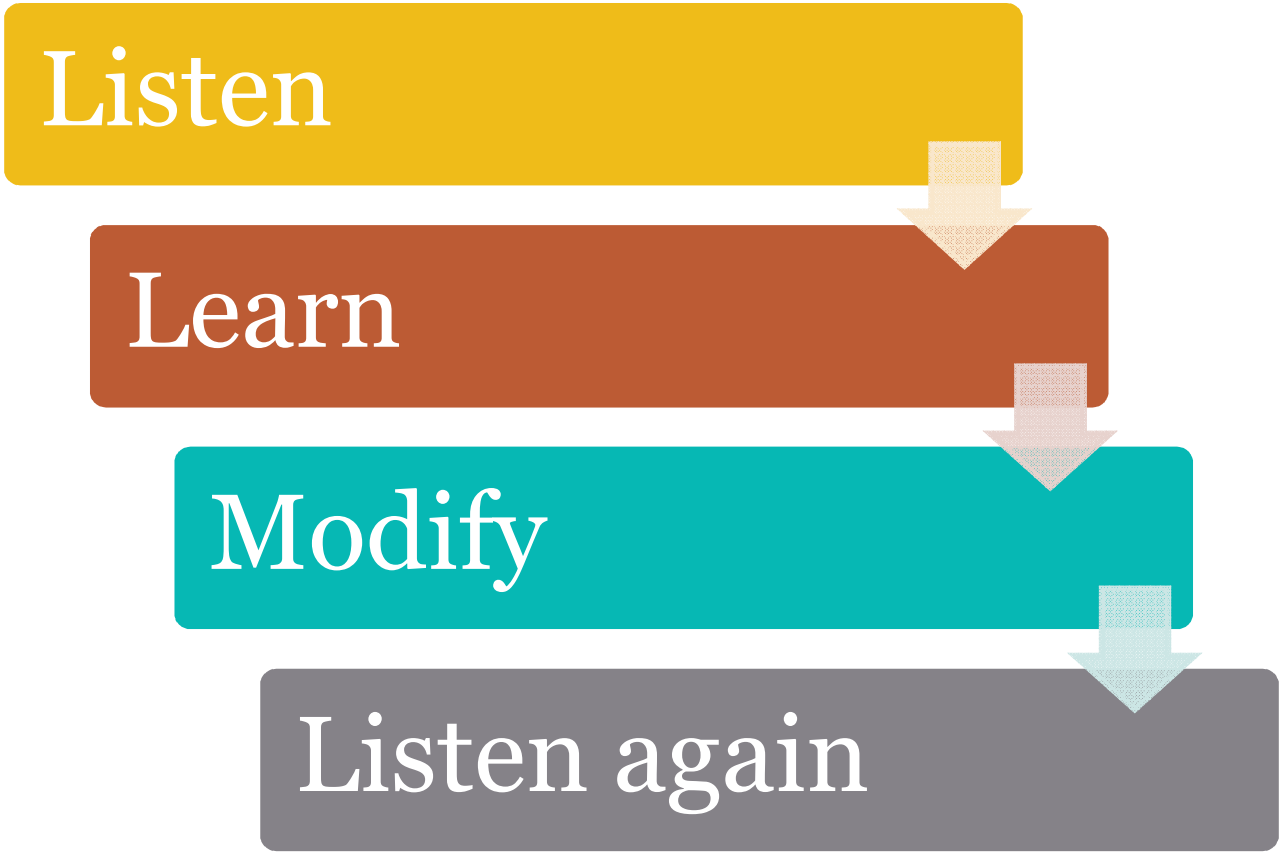
Quality

Resources

Context

Meaning

Frequent updates



Live

fourcast

The Four Digital Twitter feed twitter.com/FourDigital FourCommunications.com

USCB_Dallas U.S. International Trade Deficit Decreases in July 2011 - by Joe Bolstered by record exports of \$178.0 billion, the ... <http://t.co/hY2ic49>
09sep 01:35:08

internetspecial **OFT** to examine car insurance prices; **The Office of Fair Trading (OFT)** is to investigate the UK's motor insurance... <http://t.co/DYvd113>
09sep 01:36:36

uscb_KansasCity U.S. International Trade Deficit Decreases in July 2011 - by Joe Bolstered by record exports of \$178.0 billion, the ... <http://t.co/eywv1B>
09sep 01:35:08

YourPSHome This weeks **SCEE** Home Stores update in full, a total for 80 new items this week. <http://t.co/mmAyJdW>
08sep 20:59:42

uscb_denver U.S. International Trade Deficit Decreases in July 2011 - by Joe Bolstered by record exports of \$178.0 billion, the ... <http://t.co/codU1rd>
09sep 01:35:08

SuperWaterMan RT @therightblue: Ocean Leadership - The Census of Marine Life: Photo of the Week - Chionodraco Hamatus <http://t.co/MYXZ8wm>
09sep 01:35:05

uscb_chicago What is a College Degree Worth? - Written by: Tiffany Julian, Housing and Household Economic Statistics Division, US... <http://t.co/lk3lUwh>
09sep 01:35:08

AmericaInFocus N.M. governor: My grandparents came to U.S. illegally: Faced with 1930 Census records, New Mexico Go... <http://t.co/KzXGxIH> #USA #News
09sep 01:35:03

uscb_detroit What is a College Degree Worth? - Written by: Tiffany Julian, Housing and Household Economic Statistics Division, US... <http://t.co/vO3MlQ6>
09sep 01:35:08

twung parliament

Who's tweeting what across the House of Commons, courtesy of FourCommunications.com

The feeds

Welcome to Twung Parliament, a live twitter feed of all currently tweeting MPs. All on one page, you can follow specific party feeds, see the most popular topics by party and the trending topics ranking by all MPs.

You can also follow us on Twitter
[@twungparliament](http://twitter.com/twungparliament) or [@fourcomms](http://twitter.com/fourcomms)

Four Politics

Our public affairs services include:

- Westminster
- Regional and local government
- Stakeholder communication
- Select committee training

Contact: [Jim Dickson](#), Director, Four Politics

[Find out more here](#)

Four Digital

Our digital services include:

- Websites and intranets
- Social media
- Digital marketing
- Mobile apps
- Buzz reporting

Contact: [Phil Ryan](#), Head of Digital

[Find out more here](#)

Conservative tweets

chief commons cut debate deficit economy fo
fiddled giving govt homelessness **labour**
london **meeting** mps pm rough **speech**
support vote

halfon,harlowMP I'm at Teletubby Hill (Newhall, Harlow) <http://t.co/5NlDko>
about 1 hour(s) ago via foursquare

theresecoffey RT @sabrugby: Several Woodbridge players on show for Thomas Mills against Fram College -two great wins #woodbridgerugby
about 2 hour(s) ago via Twitter for BlackBerry®

danielbyles RT @HouseOfTweetsCon: RT @MrJacHart I have a feeling that every time David Miliband talks, members of the Labour Party who voted for Ed k...
about 3 hour(s) ago via HootSuite

danielbyles RT @DeclanLyons: "A non-Jewish Scottish professor responds to his Israel-boycotting students" <http://t.co/NlHStDn> << Something eve...
about 3 hour(s) ago via HootSuite

MaryMacleodMP Thanks to Ken Clarke for coming to Chiswick and meeting local

Suggest a Conservative MP to be added

@

Liberal Democrat tweets

amendment **bank** bbc cambridge campaign
chesterton dem dems launch leads **lib** meeting
minister mps nhs police **station** support
tax **voted**

adriansandersmp #qtwatch Y no Lib Dem on Qt - every one of our MPs voted against the invasion of Iraq without a UN mandate.
about 2 hour(s) ago via Twitter for iPhone

stephen_gilbert on the sleeper train home, horrah! #fb
about 3 hour(s) ago via Twitter for iPhone

timfarron Had a fantastic day at the Westmorland Show and now preparing to do the post Question Time show on Radio 5 live.
about 3 hour(s) ago via Facebook

duncanhames Listening to Chinese Vice Premier Wang Qishan and the Chancellor speak at the Economic & Financial Dialogue dinner in Whitehall. #fb
about 4 hour(s) ago via Twitter for BlackBerry®

julianhuppert RT @sitpcambridge: Don't forget @julianhuppert at the May Pole tomorrow 7pm!

Suggest a LibDem MP to be added

@

Labour tweets

amendment campaign commons govt **health**
house **labour** lib local meeting mps **nhs** people
pm support tax tory vote voted voting

Other party tweets

ban blood ill-conceived imply indy isn't learn
mea money nhs nsmc past paying **plaid** planners
planning plans play **pm** read

The ROI question - what value a 'like'?

- Toyota campaign famously assigned each like an AUS \$5 value

The advertisement features the Toyota logo and the text 'Like My Ride'. It explains that Toyota is offering a chance to buy a Toyota FJ Cruiser at a reduced social price, with the price dropping by \$5 for every 'Like'. The final price is \$30,334, which is a \$20,000 reduction from the original drive-away price of \$50,334. The ad includes a 'Like' button and a 'SHARE SO YOUR FRIENDS CAN ENTER' button. The final price is broken down into components: Floor Mats (\$5), Cargo Mat (\$5,000), Rockrails (\$10,000), Roof Rack (\$15,000), and Rudge Bar (\$20,000).

Like My Ride

Toyota is offering you the chance to buy a Toyota FJ Cruiser at a reduced social price. For every "Like" the price dropped by \$5. We've now reached our final social price, but you still have until Monday, 28th March to enter to competition to buy the FJ Cruiser!

Simply 'Like this FJ Cruiser' to enter the competition

The price will no longer reduce by \$5, but you still need to "Like" the FJ Cruiser to enter. Click "Like" below then "ENTER TO WIN"

Like 4,163 people like this.

FINAL PRICE \$30,334

FLOOR MATS	CARGO MAT	ROCKRAILS	ROOF RACK	RUDGE BAR
\$5*	\$5,000*	\$10,000*	\$15,000*	\$20,000*

DRIVE AWAY PRICE FOR THE FJ CRUISER IS \$50,334.
Minimum available Like My Ride Drive Away Price for the winner is \$30,334.

FIND OUT MORE ABOUT THE NEW FJ CRUISER

SHARE SO YOUR FRIENDS CAN ENTER

ENTER TO WIN

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Free tools

Klout	PeerIndex	Twitter analytics	Google analytics
Google insight	Facebook insight	YouTube insights	Google search
	Alexa, etc	Manual counting	

Non-free tools

- Vary from £10 a month to £1,500 a month plus!
- All offer similar features, but beware:
 - How far back does the database go?
 - What does it cover (many do not cover Facebook or Twitter, or don't do it well)?
 - Are you paying per result? Per client? Per search?
- Always ask for a free trial, *not* a demonstration
- Always test it with your most difficult examples!

Thank you

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