



Evaluating Social Media activities

Daniel FRITZ

DG COMM

17-10-2018

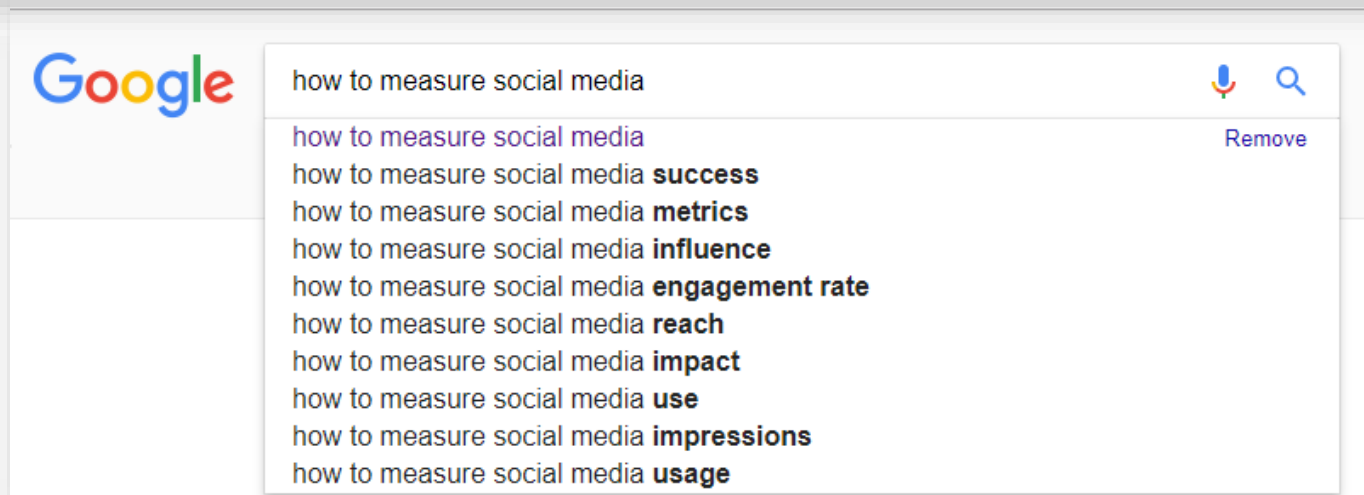
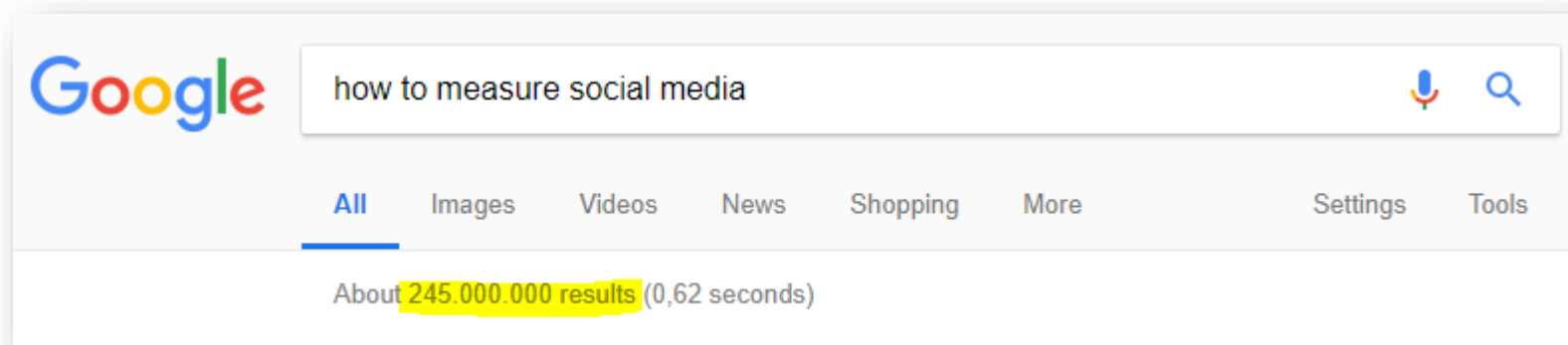
**INFORM
network**

About the **INFORM** network

*The main objective of the **INFORM** network is to **improve the visibility of EU co-funded projects by sharing experiences and good practices among the members.***

*It seeks to **improve the quality of communication** activities, including through trainings*

Social Media measurement – It's a BIG topic...



Why Measuring Social Media Results?

- Helps you understand your fans & followers' preferences
- Gives you a clearer picture of where you should use your resources and efforts more productively.
- Lets you adjust your marketing tactics to maximize your ROI (return on investment).
- Allows you to see holes or gaps in your current strategy, content, and key messages.
- "You cannot improve what you cannot measure."

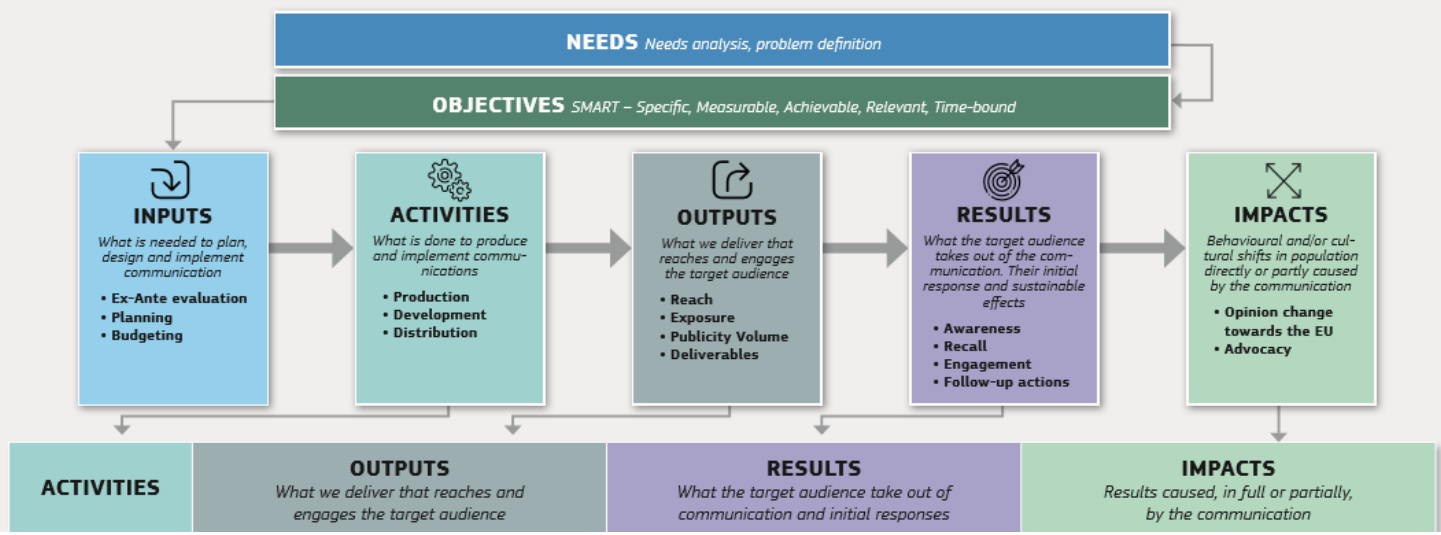
KPIs should be:

- ***Easy to measure / obtain***
 - *Everyone should be able to measure them*
- ***Easy to communicate***
 - *Only if people understand the KPIs and their meaning can they take meaningful action*
- ***Easy to compare across platforms***
 - *To identify your best performing channel*
- ***Constant***
 - *To compare KPIs over multiple years*



European Commission

COMMUNICATION NETWORK INDICATORS



SOCIAL MEDIA



- 1 Number of impressions [social media metrics]
 - 2 Number of follower/fans/subscribers [social media metrics]
 - 3 Number of posts* [social media metrics]
- *Activity indicator used for calculating performance indicators

- 1 Number of engagement: shares, likes, clickthroughs, print button pushed, comments [social media metrics]
- Cost per result [desk analysis]
- 2 Number of hashtag mentions [social media metrics]

- 1 Percentage of EC social media users having a more positive opinion of the EU as a result of engaging with EC social media content [survey, for corporate campaigns]

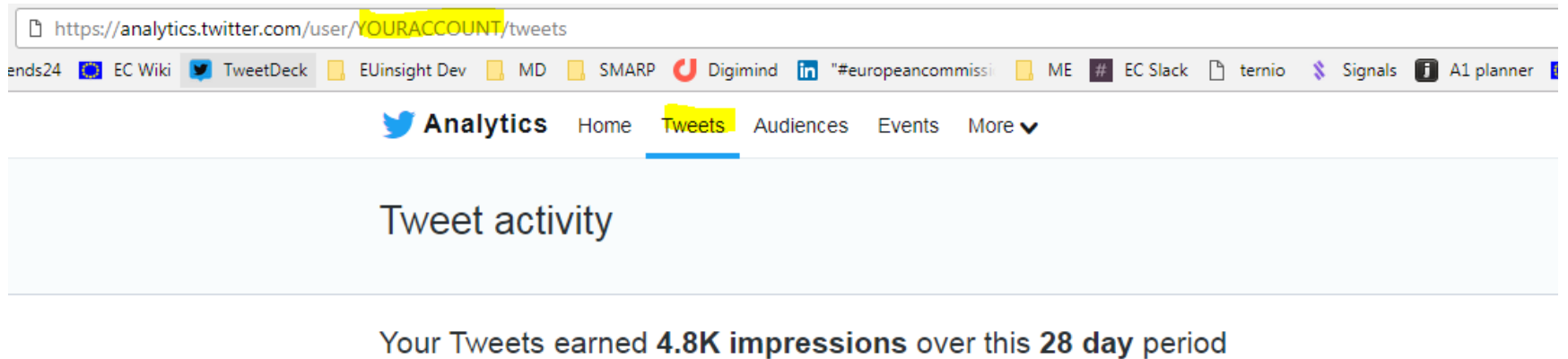
Interactive Framework & Tutorials:

<https://amecorg.com/amecframework/framework/interactive-framework/>



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Go To Twitter Analytics



The screenshot shows a web browser window with the URL `https://analytics.twitter.com/user/YOURACCOUNT/tweets`. The browser's address bar and tabs are visible, including tabs for 'ends24', 'EC Wiki', 'TweetDeck', 'EUinsight Dev', 'MD', 'SMARP', 'Digimind', '"#europeancommissi', 'ME', 'EC Slack', 'ternio', 'Signals', and 'A1 planner'. The Twitter Analytics navigation menu is shown with 'Analytics' selected, and sub-menus for 'Home', 'Tweets', 'Audiences', 'Events', and 'More'. The main content area displays 'Tweet activity' and a summary: 'Your Tweets earned 4.8K impressions over this 28 day period'.

ends24 EC Wiki TweetDeck EUinsight Dev MD SMARP Digimind "#europeancommissi ME EC Slack ternio Signals A1 planner

Analytics Home **Tweets** Audiences Events More ▼

Tweet activity

Your Tweets earned **4.8K impressions** over this **28 day period**

Select the correct date range (month)

May 2018 ↓ Export data

Select a date range

Start date 05/01/2018 End date 05/31/2018

May 2018

| | | | | | | |
|----|----|----|----|----|----|----|
| 29 | 30 | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |

May 2018

| | | | | | | |
|----|----|----|----|----|----|----|
| 29 | 30 | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |

Last 7 Days

Last 28 Days

May 2018

April 2018


March 2018

February 2018

January 2018

Update Clear

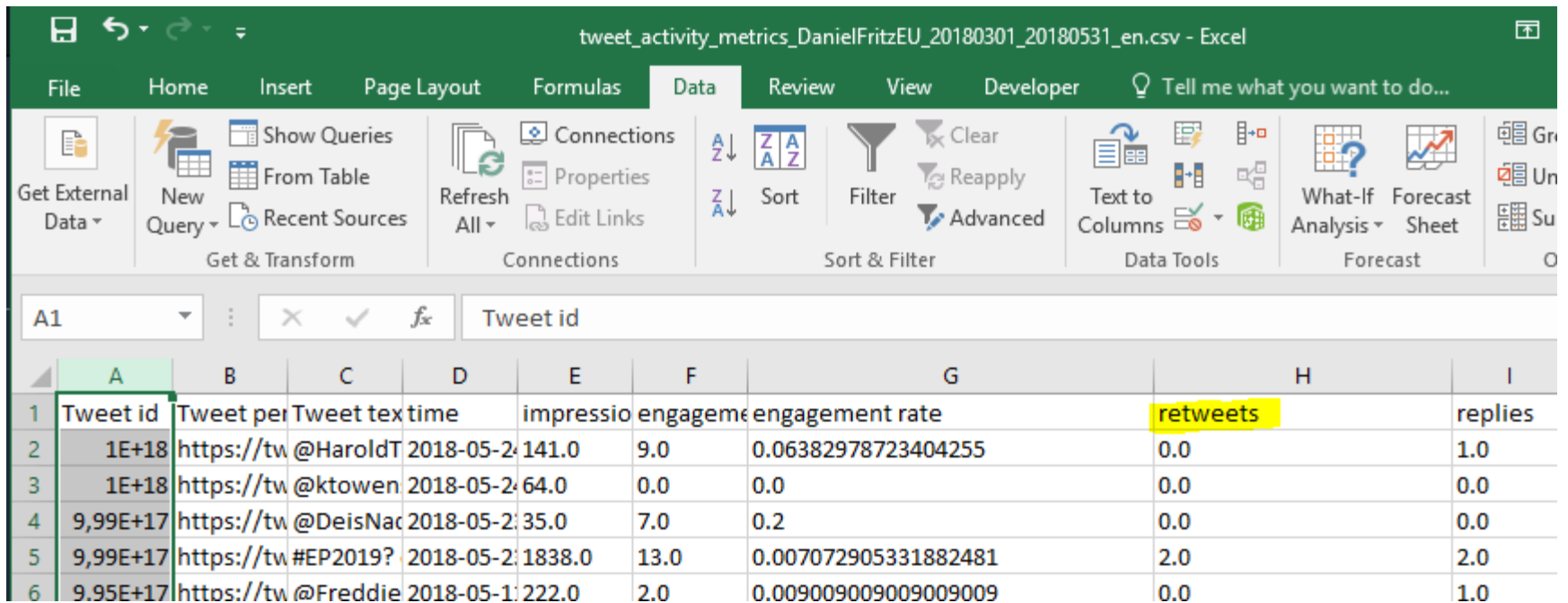
...riod, you earned **183**



your experience

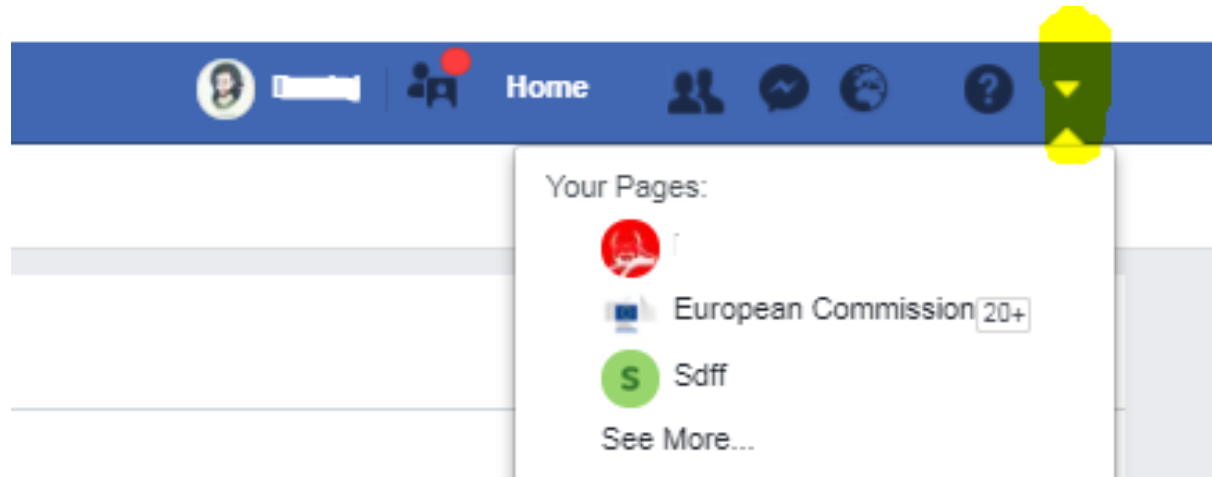
Note Mode

Count & Sum the Impressions Column



| | A | B | C | D | E | F | G | H | I |
|---|----------|------------|-----------|-----------|-----------|---------|----------------------|----------|---------|
| 1 | Tweet id | Tweet per | Tweet tex | time | impressio | engagem | engagement rate | retweets | replies |
| 2 | 1E+18 | https://tw | @HaroldT | 2018-05-2 | 141.0 | 9.0 | 0.06382978723404255 | 0.0 | 1.0 |
| 3 | 1E+18 | https://tw | @ktowen | 2018-05-2 | 64.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 4 | 9,99E+17 | https://tw | @DeisNac | 2018-05-2 | 35.0 | 7.0 | 0.2 | 0.0 | 0.0 |
| 5 | 9,99E+17 | https://tw | #EP2019? | 2018-05-2 | 1838.0 | 13.0 | 0.007072905331882481 | 2.0 | 2.0 |
| 6 | 9.95E+17 | https://tw | @Freddie | 2018-05-1 | 222.0 | 2.0 | 0.009009009009009009 | 0.0 | 1.0 |

Select your EDIC FB page



Download your FB page data

The screenshot shows the Facebook Insights interface for a page named 'YOUR EDIC FACEBOOK PAGE'. The user is logged in as 'Daniel'. The 'Insights' tab is selected and highlighted in yellow. In the 'Page Summary' section, the 'Export Data' button is also highlighted in yellow. The summary shows results for the period 'May 24, 2018 - May 30, 2018'. A legend indicates that blue represents 'Organic' data and green represents 'Paid' data.

YOUR EDIC FACEBOOK PAGE

Daniel Home

Page Inbox Notifications **Insights** Publishing Tools Settings Help

Overview Promotions Followers Likes

Page Summary Last 7 days † **Export Data** ↓

Results from **May 24, 2018 - May 30, 2018**
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Choose Post data & Time Range

Export Insights Data ✕

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

Page data
Key Page metrics for engagement, like sources and audience details.

Post data
Key post metrics for reach, impressions and feedback.

Video data
Key video metrics including views, unique views, paid views and organic views.

Date Range
May 1, 2018 - May 31, 2018 ▼

File Format
Excel (.xls) ▼

Layout
All Page Post Data ▼

[Facebook Page Terms](#) Cancel Export Data

Sum & Count the Post Impressions

Facebook Insights Data Export (Post Level) - European Commission - 2018-06-11.xls - Excel

File Home Insert Page Layout Formulas Data Review View Developer Tell me what you want to do...

Clipboard Font Alignment Number Styles Cells

J1 share

| | D | E | F | G | H | I | J | K | L |
|----|----------------------|-------------|-----------|-----------|-----------------|-----------------|-------|------|--------|
| 1 | Post Message | Type | Countries | Languages | Posted | ience Targeting | share | like | commen |
| 2 | Facilities for 700 r | Video | | | 6-10-18 9:03 AM | | 40 | 256 | 3 |
| 3 | Are you the next I | Video | | | 6-10-18 6:35 AM | | 49 | 141 | 1 |
| 4 | The future of Eurc | SharedVideo | | | 6-10-18 3:50 AM | | | 946 | 4 |
| 5 | ♥♥♥Happy Natio | Video | | | ##### | | 1376 | 7094 | 36 |
| 6 | Meet Mismo and N | Video | | | 6-9-18 9:00 AM | | 168 | 1262 | 9 |
| 7 | 25 years #SingleM | | | | 6-9-18 6:21 AM | | | 772 | 3 |
| 8 | Today is Internati | Video | | | 6-9-18 2:58 AM | | 78 | 295 | 3 |
| 9 | "Not only America | Photo | | | 6-8-18 9:00 AM | | 186 | 1472 | 21 |
| 10 | #Brexit: The Unite | Video | | | 6-8-18 5:23 AM | | 282 | 1380 | 86 |
| 11 | A food packaging | Photo | | | 6-8-18 12:15 AM | | 151 | 844 | 5 |
| 12 | Thanks to eu fundi | Video | | | 6-7-18 5:44 AM | | 151 | 621 | 7 |
| 13 | The winds of Swe | Video | | | 6-6-18 6:31 AM | | 43 | 235 | 2 |
| 14 | 🇪🇺Happy National | Video | | | 6-6-18 12:10 AM | | 220 | 1451 | 9 |
| 15 | 🇪🇺Together, we | Video | | | 6-5-18 5:03 AM | | 98 | 369 | 5 |
| 16 | 🇪🇺 Happy Constitu | Video | | | 6-5-18 12:58 AM | | 114 | 721 | 7 |
| 17 | Climate change ar | Photo | | | 6-4-18 7:09 AM | | 33 | 162 | 2 |

Ready Average: 227,3846154 Count: 16 Sum: 2956

Formulating KPIs that work for you

