Evaluating Social Media activities

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DG COMM

INFORM network

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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*

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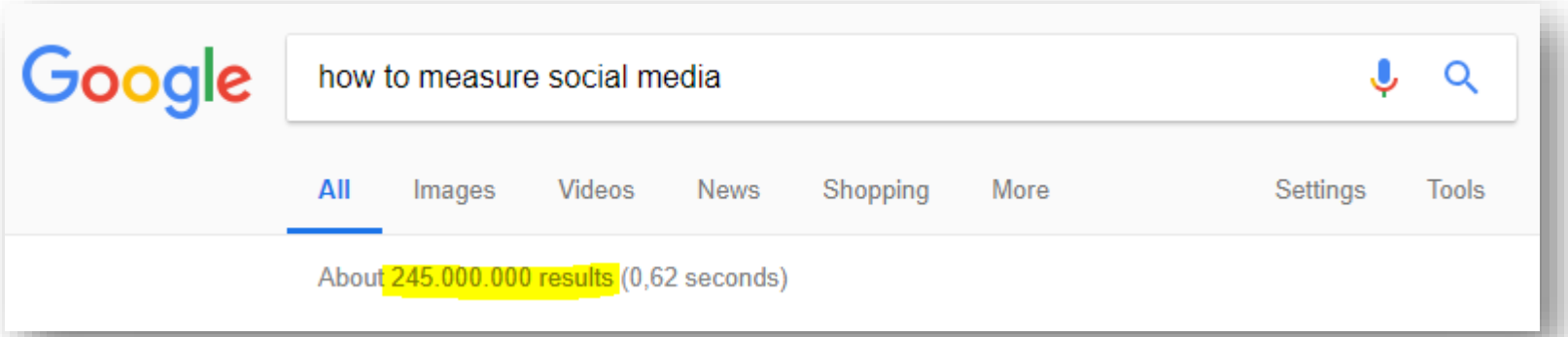
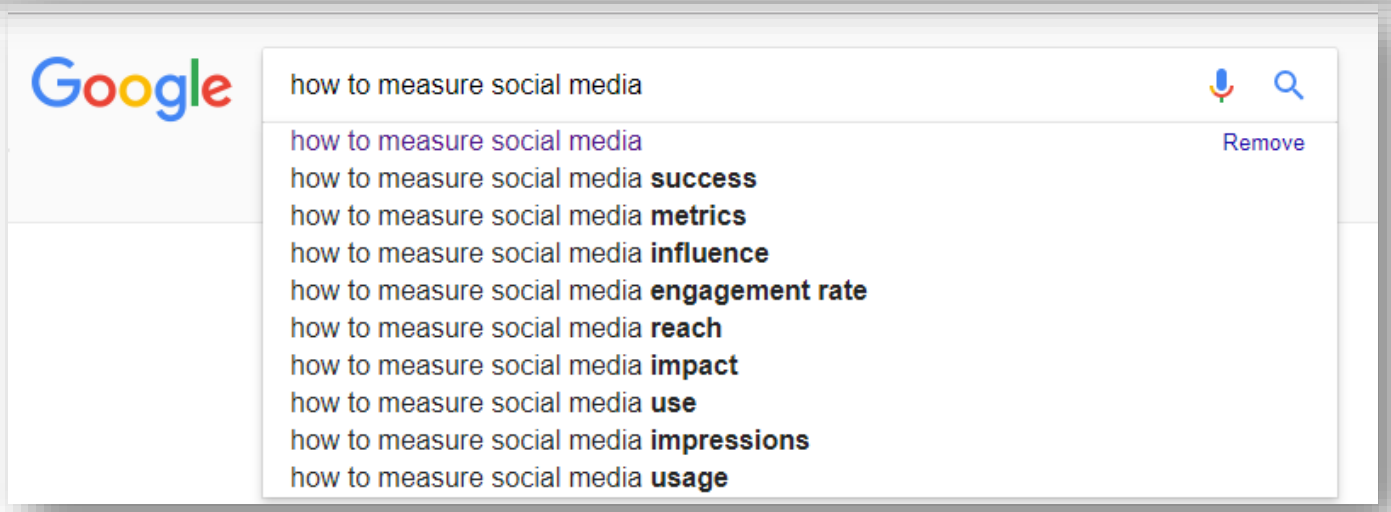
Social Media measurement – It's a BIG topic…





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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*

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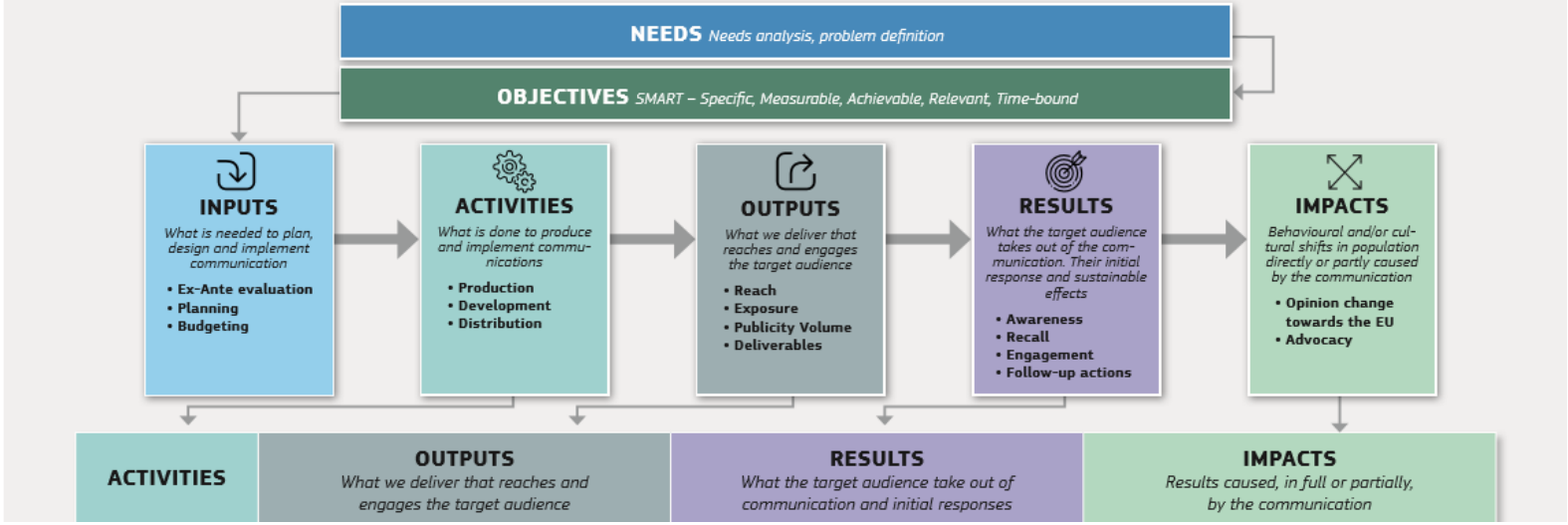
COMMUNICATION NETWORK INDICATORS



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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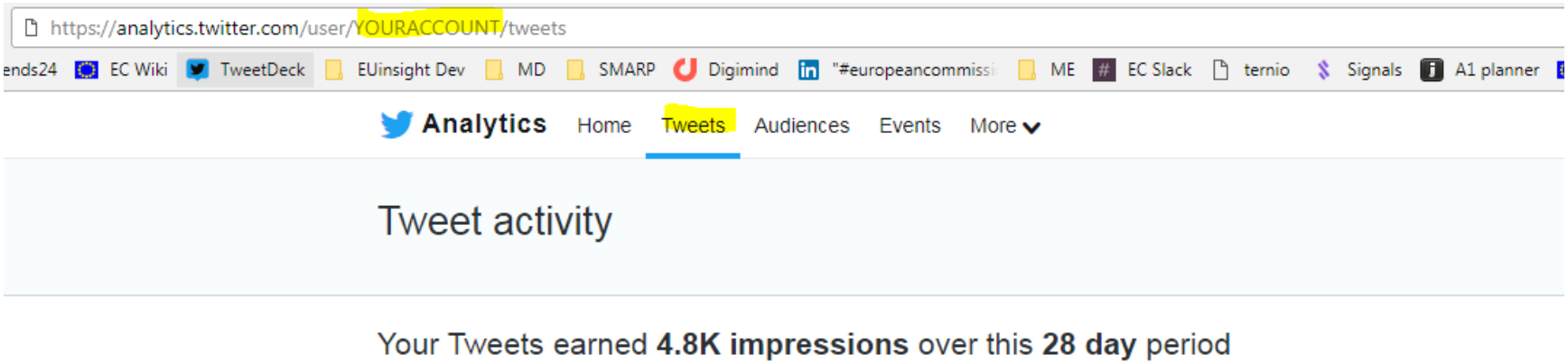
Go To Twitter Analytics



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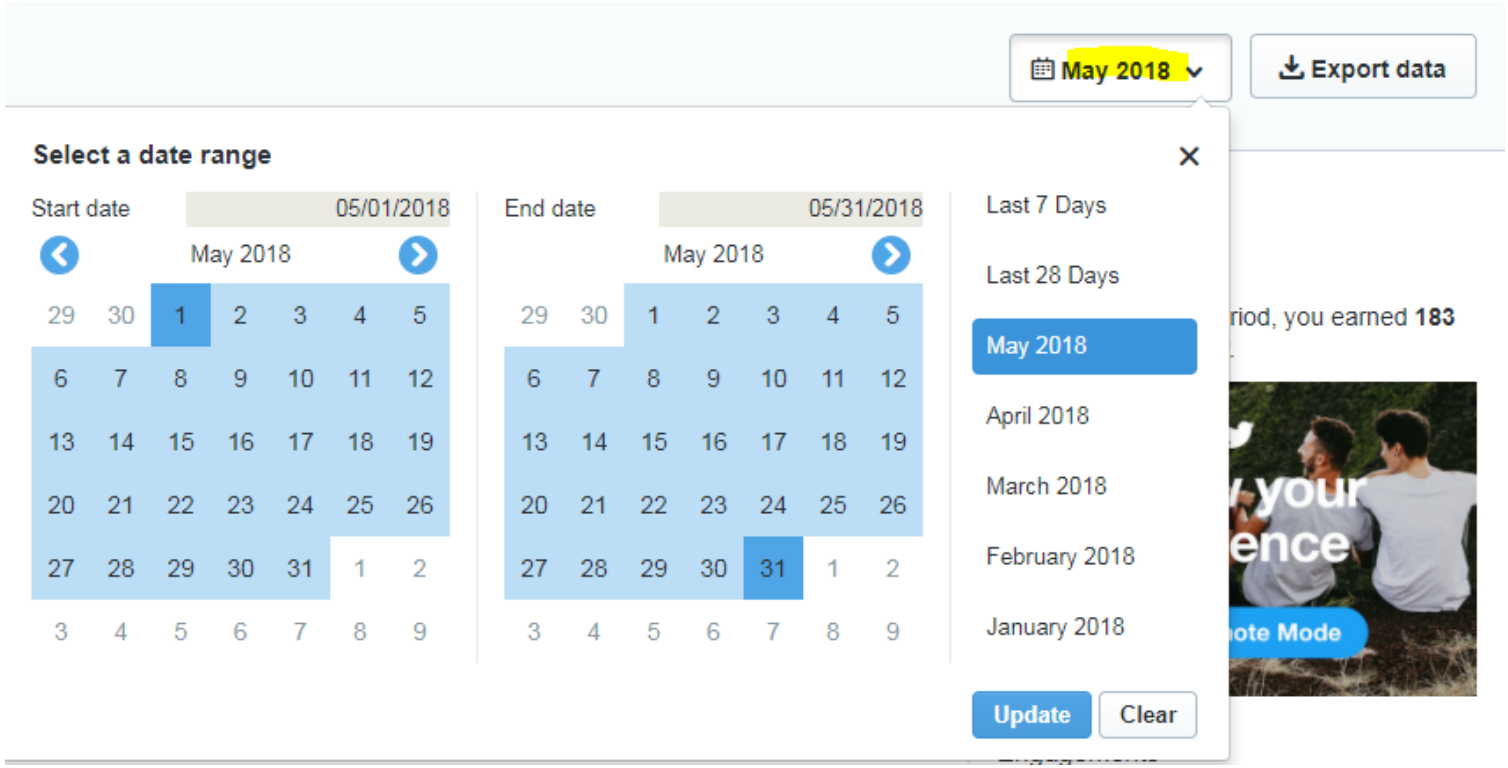
Select the correct date range (month)



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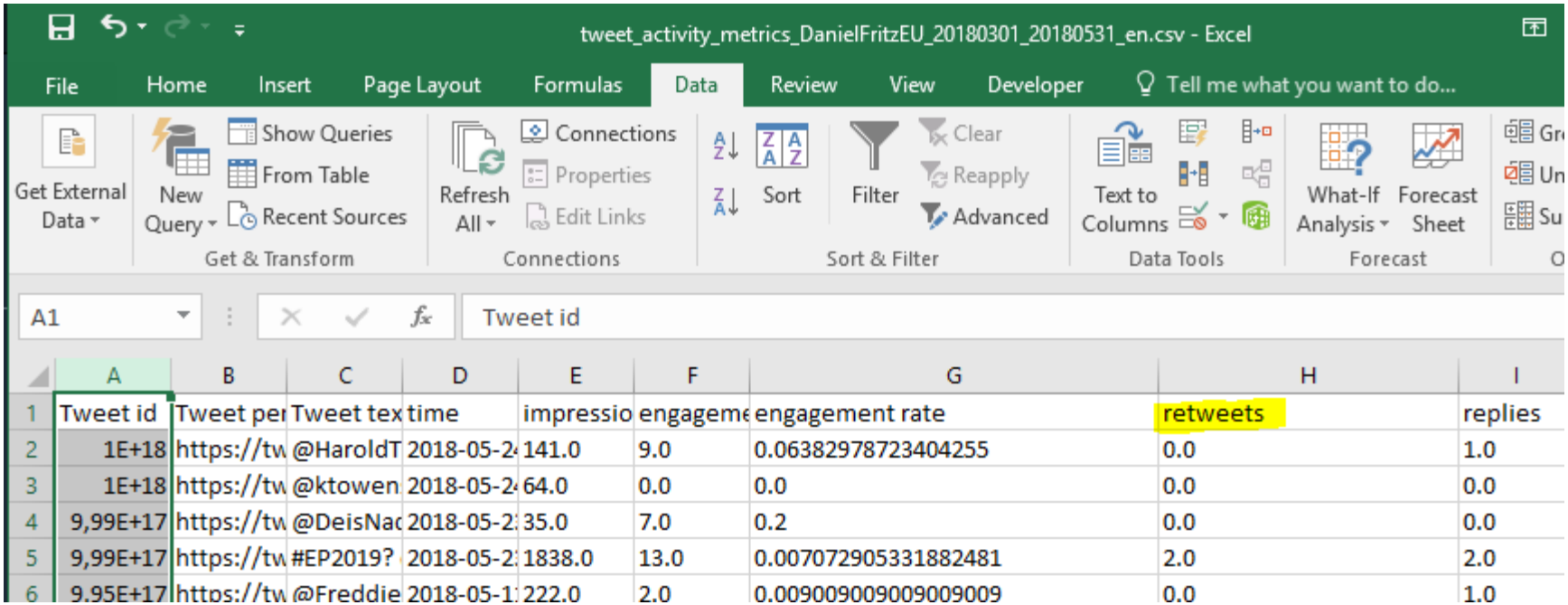
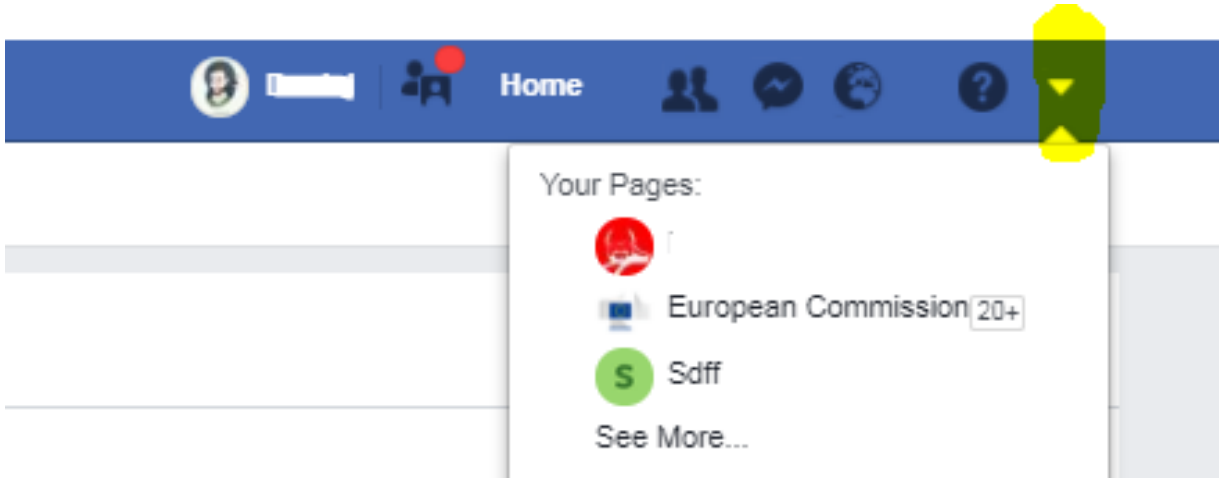
Count & Sum the Impressions Column



	A	B	C	D	E	F	G	H	I
1	Tweet id	Tweet per	Tweet tex	time	impressio	engageme	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



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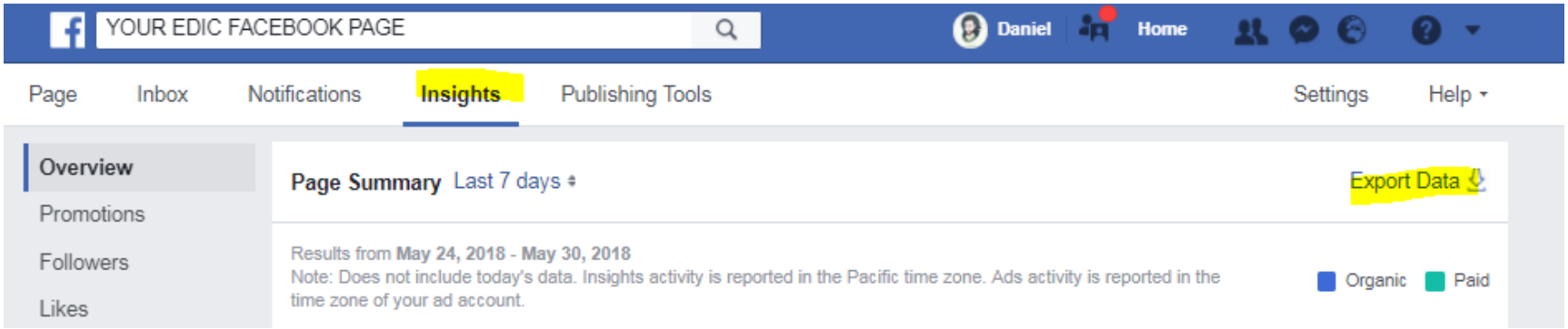
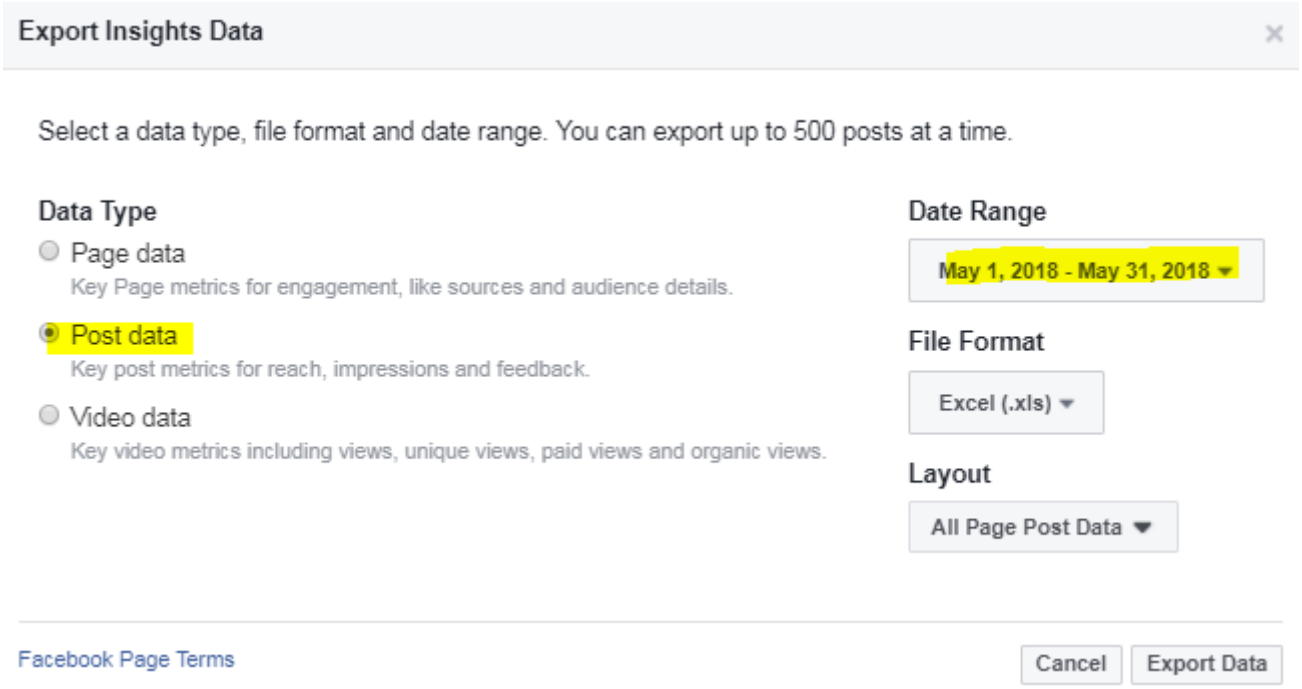
Download your FB page data



Choose Post data & Time Range



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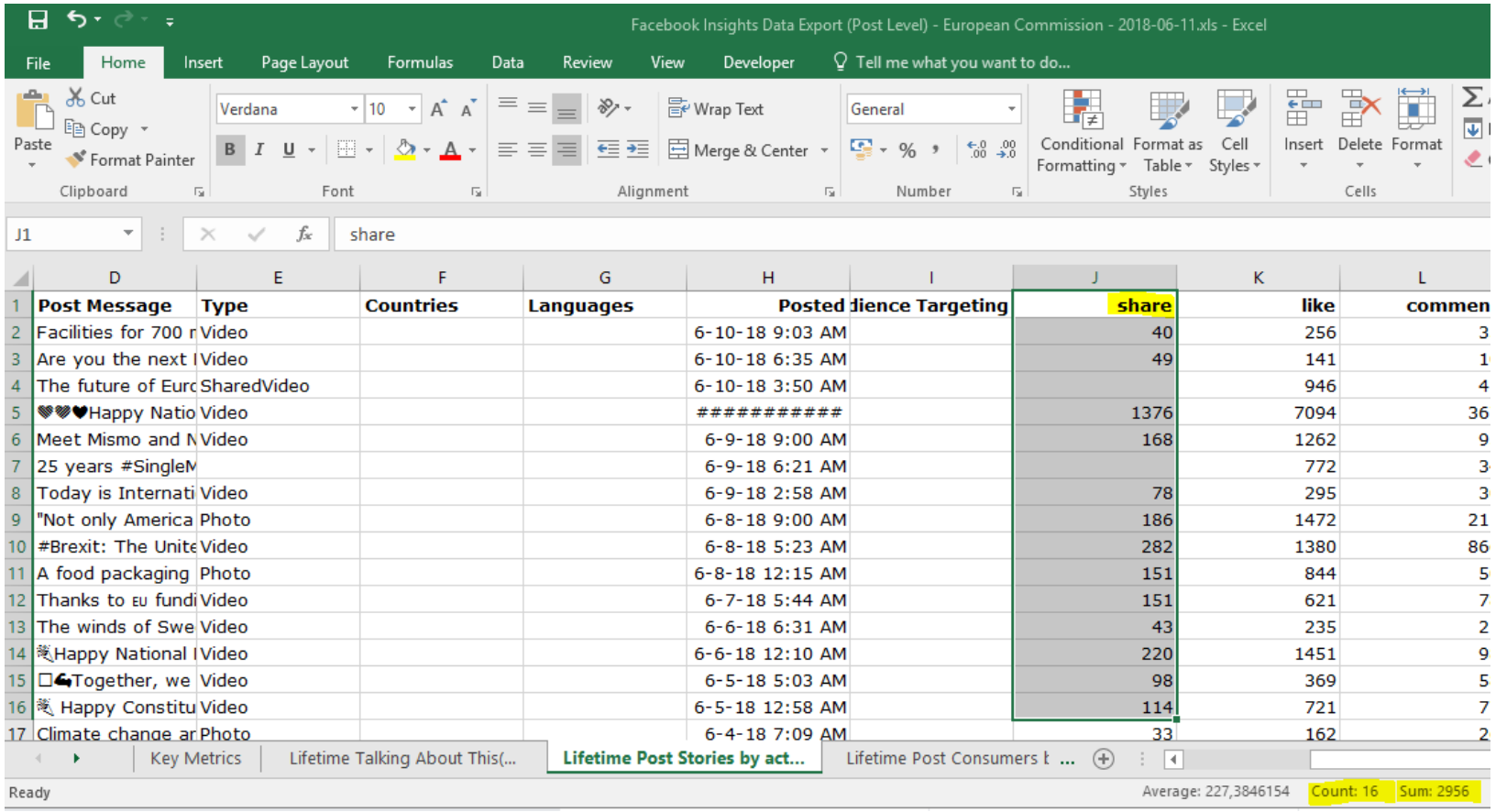
Sum & Count the Post Impressions



	D	E	F	G	H	I	J	K	L
1	Post Message	Type	Countries	Languages	Posted	dience 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 I	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

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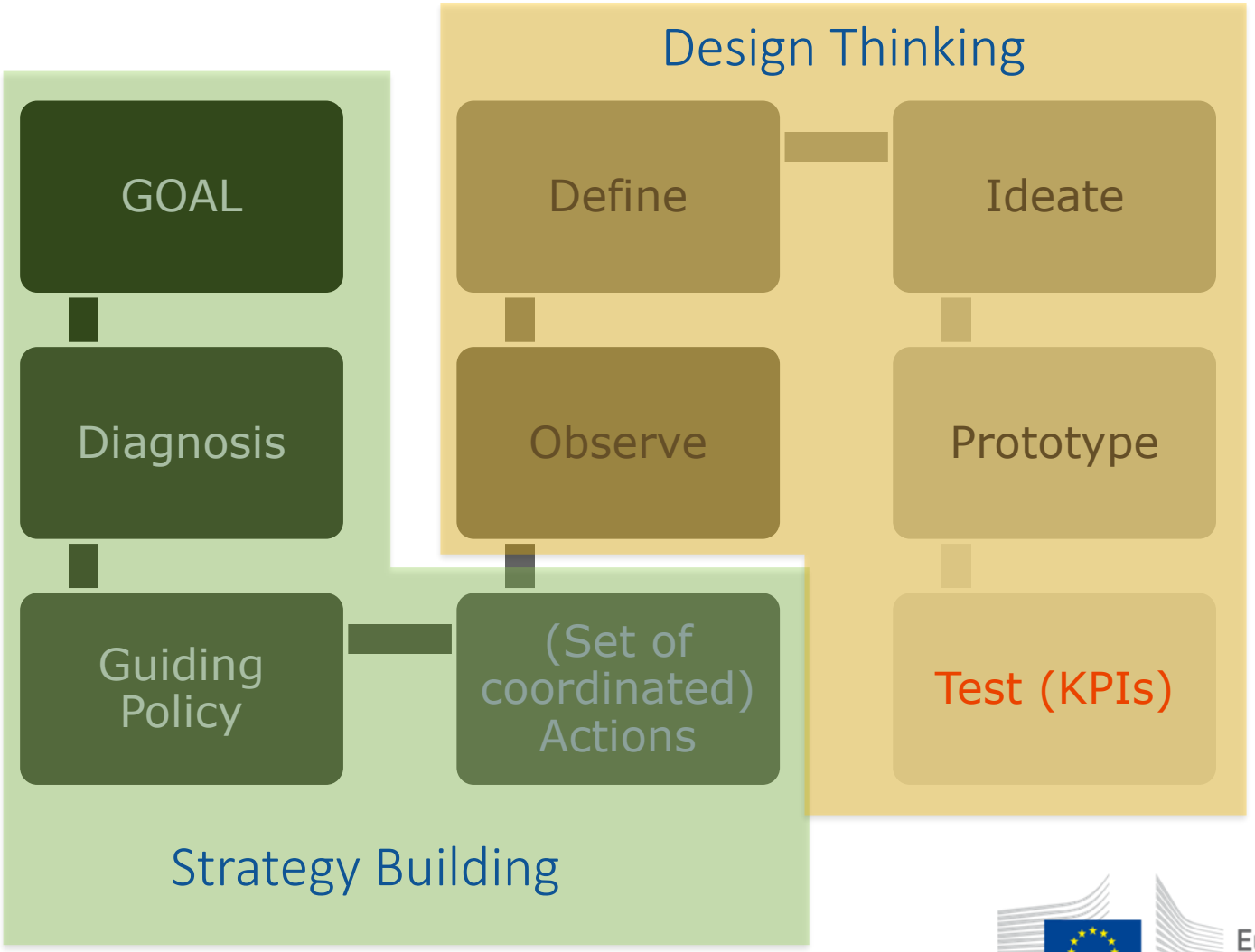
Formulating KPIs that work for you



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