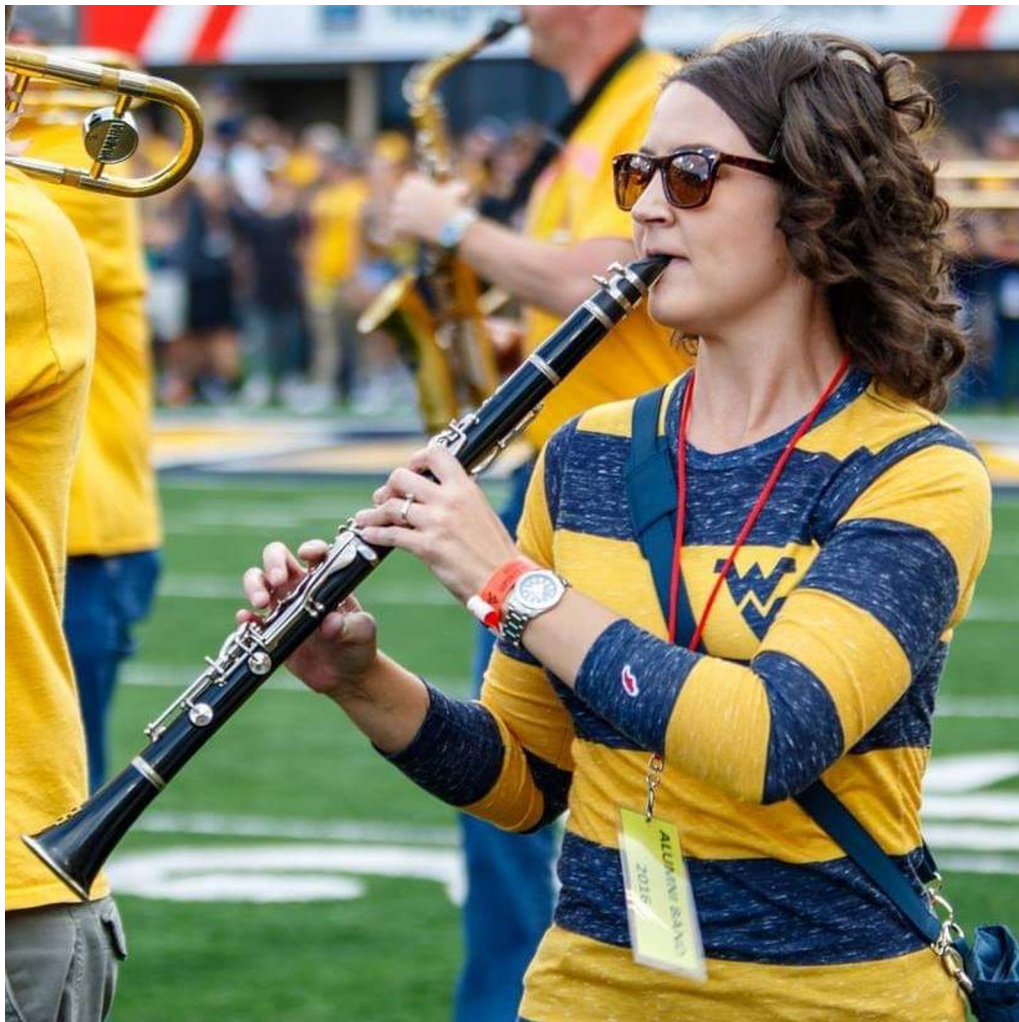


Metrics That Matter Most

An Audience-First Approach to Measuring
Brand Awareness



Hi! I'm Katlin.

- Senior Strategist at Campus Sonar
- Three-time WVU grad:
 - B.S. Journalism, '12
 - M.A. Higher Education, '14
 - Ph.D. Higher Education, '19
- Reed College of Media faculty

Objectives

- Understand the differences between social media monitoring vs. social listening.
- Identify the most effective metrics for evaluating your online conversation.
- Explore best practices for measuring brand awareness long term to support your goals and make data-informed decisions.

Social Media Monitoring vs. Social Listening

There is a difference!

What's the difference?

Social Media Monitoring:

- Platform-provided metrics
- Limited to tagged engagements

Social Listening:

- Deeper understanding and insights
- Crawls > 100 million sources
- Framework for analysis
- Authentic, unfiltered perspective
- Human context

Actionable Takeaways

Social Monitoring:

- Respond/engage
- Report on basic metrics
- Analyze month over month

Social Listening:

- Respond/engage
- Identify themes and trends
- Identify unique authors and voices
- Report on meaningful metrics
- Analyze various time periods, including year-over-year
- Use data to inform strategy

Through social listening, you can:

- Define your reputation.
 - *What are your audiences really saying online? How does that shape your brand narrative?*
- Align social media metrics and measurement with your goals.

Your turn!

Write down one to three goals for your social media program. What does success look like?

Metrics That Matter

Moving beyond vanity measurements.

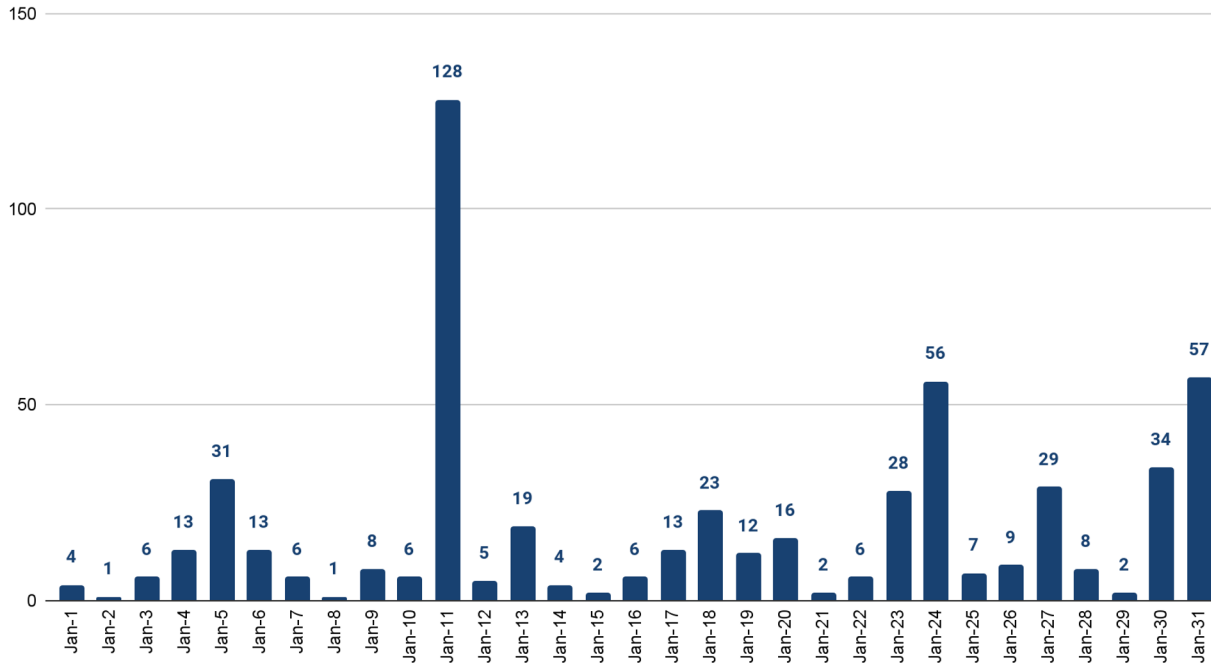
Conversation Volume

The number of times your brand is mentioned online.

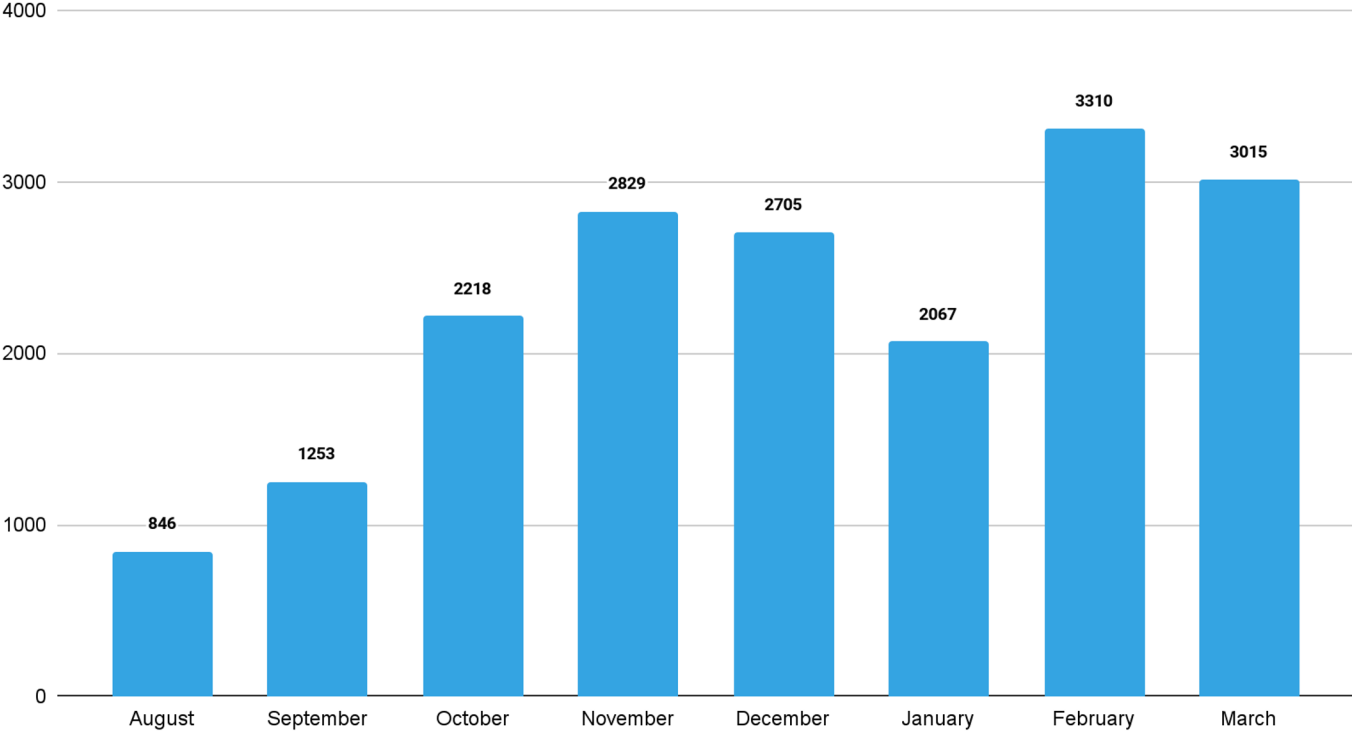
Annual Median Higher Ed Benchmark: 24,117

Earned Conversation Volume Over Time

Monthly Earned Mention Volume



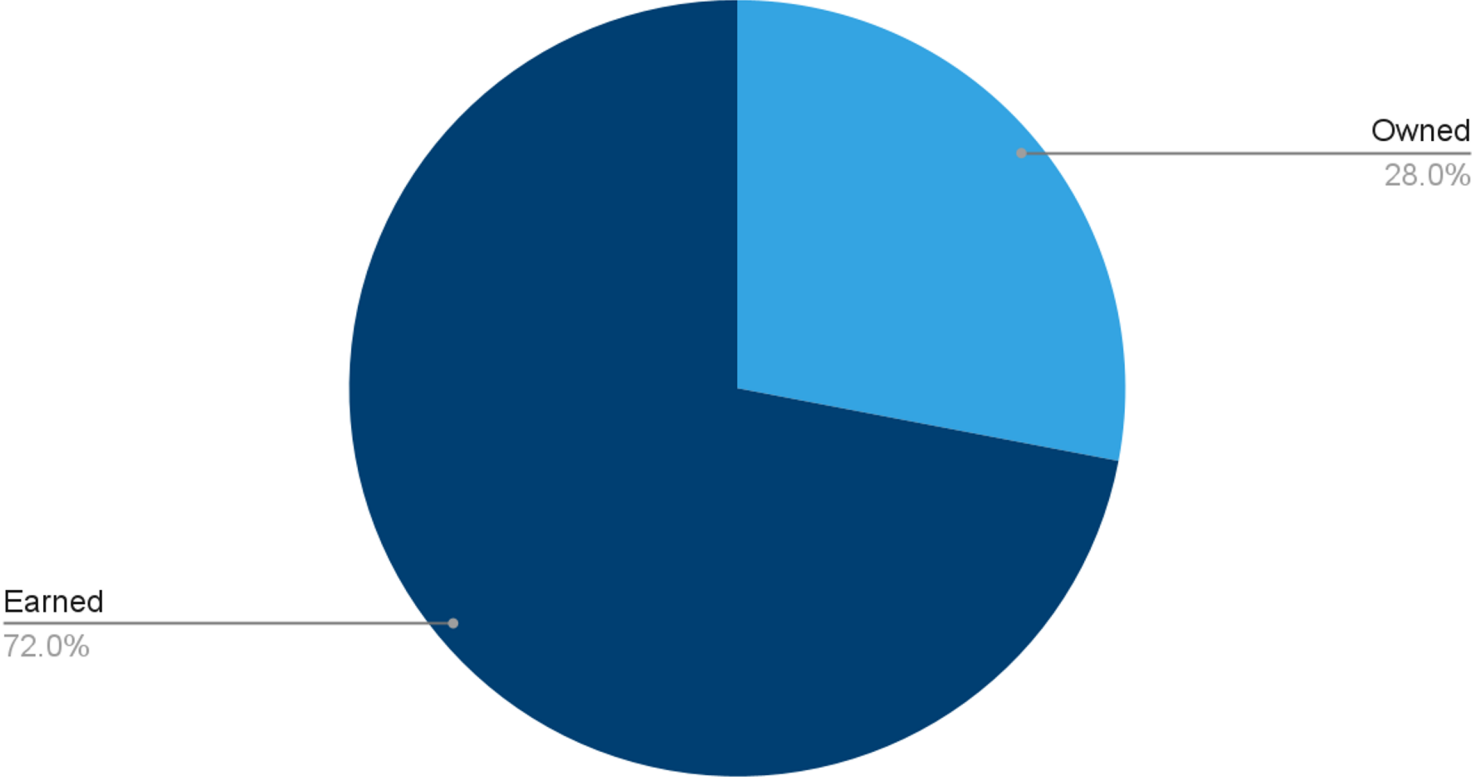
Earned Conversation Volume Over Time



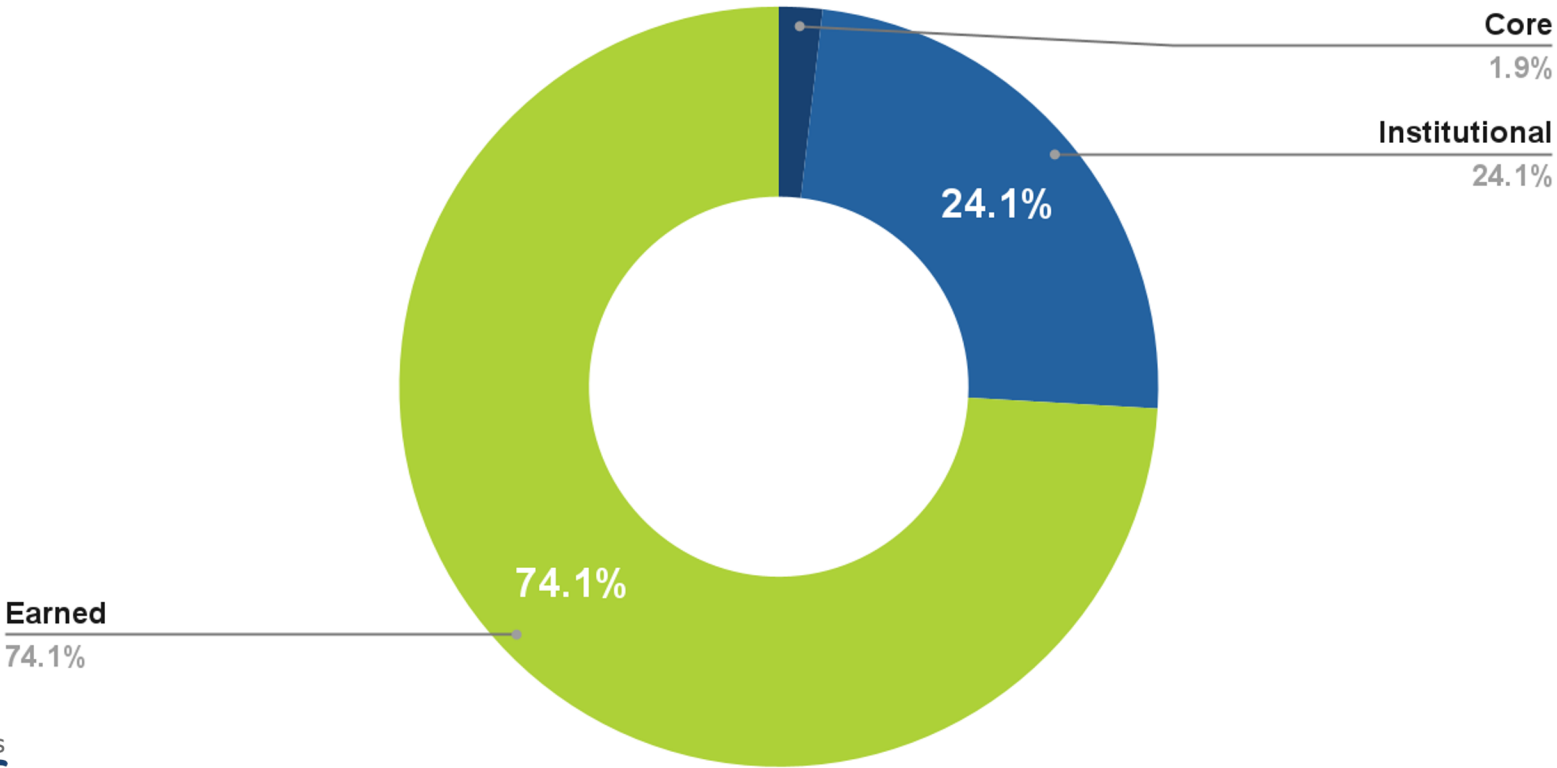
Owned vs. Earned Conversation

Proportion of online conversation generated by accounts not officially managed by your organization.

2022 Overall Higher Ed Owned vs. Earned Conversation





Owned vs. Earned Public Campus Example, August 1, 2021–July 31, 2022



Earned Authors

The number of individuals who contribute to conversation about your brand.

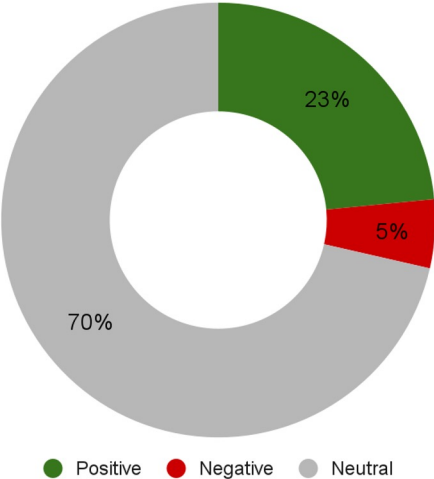
Regional Public Unique Authors Compared to Benchmarks

Time	Unique Authors	Median	Expected Range	Comparison
Feb. 1– March 31, 2023	1,813	1,701	1,243–2,425	 Higher than Median  Within the Expected Range

Sentiment

How people feel about your brand.

2022 Higher Ed Sentiment Benchmark



Social Listening as Self-Reflection

When analyzing negative sentiment, ask:

- What led to this discontent?
- Who is affected?
- Is this situation connected to other concerns?
- How can we do better?

Assessment and Reporting

Outcomes in action.

Do you have a
measurement plan?

What does it look
like?

Does measurement
affect how you do
your work?

Do senior leaders
understand what you
are measuring (and
why)?

Get Inspired by Erin Supinka



Creating an Audience-First Report

What social media reports usually include:

- Followers
- Engagement Rate (likes, shares, replies)
- Views/Reach
- “Most successful posts” based on these data points.

Creating an Audience-First Report

What it usually includes:

- Followers
- Engagement Rate
- View/Reach (Impressions)
- “Most successful posts” based on these data points.

What it should describe:

- Goals of your social media program
- Target audiences
- Platforms used to reach target audiences
- What success looks like and how you measure it

Reporting Your Results

Don't use the same social media report for all stakeholders. Consider:

- **Who** is getting the report?
 - Determines the context you should use.
- **What** do they need to know in order to make decisions?
 - Focus only on this.
- **When** do they need information to make decisions?
 - Determines how often you should submit reports.
- **So what?**
 - Guides you to actionable insights.

Reporting Your Results

After you answer those questions, make sure your report:

- Is as simple as possible.
- Connects directly to your goals.
- Is easy to read.

Your turn!

What key performance indicators are associated with each of your stated goals?

How do you gather those metrics?

How often do you gather them? What do you report, to whom, and how often?



I'd love to hear from you!



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Resources

- [Elevating from Social Media Monitoring to Social Listening](#)
- [We're Measuring Social Media Wrong](#)
- [Social Listening as Self-Reflection](#)
- [Fundamentals of Social Media Strategy](#)