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More Social Media Measuring Tips

In addition to the metrics we've already discussed (*BPeRespectives* Issue 20 - <http://www.bianchipr.com/bianchi-perspectives.html>), here are a few more tips to consider when measuring your social media success:

Make sure to **define specific goals**. It might sound obvious, but there are companies who jump in the social media pool without knowing **WHY** they're doing it. Are you looking to engage certain types of individuals, such as automotive designers or plastics manufacturers? Do you want to increase web traffic to a particular product page by a certain percent?

It's also important to know **all the different things** you'll be measuring in order to reach those goals – tone of feedback, issues being discussed, are certain spokespeople of yours being quoted and about what, what products or brands are getting more attention from your audience, etc.

Measuring social media success usually involves **some tools**. Gathering analytics for your own website is one thing, but it can be another to track click-through rates for links and get an accurate picture of metrics on sites such as Twitter or LinkedIn. Online tracking tools such as [Bud URL](http://budurl.com/) (<http://budurl.com/>) or [Google Analytics](http://www.google.com/analytics/) (<http://www.google.com/analytics/>) among others can help you stay on top of it.

Analyzing social media data at **set time intervals**, such as every week, gives you the ability to make tweaks to your tactics on the fly. Unlike other campaigns or studies, where results can't be viewed until the end of the process, social media metrics can be **seen and measured at any time**.

Another benefit of the transparent nature of social media is the ability to **check out your competition**. You can view competitor's pages on Facebook or Twitter and see how many followers they have or how many times they've been mentioned. See how many comments their videos have garnered on YouTube, or under what search keywords their site comes up under. How do you compare?