

Analytics & ROI

Deciphering Your Analytics and Calculating Your Return on Investment



Presented by Derek Belt

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Basic analytics – Simple benchmarks

Page Growth				
Channel	Name	Fans – May	New Fans	Growth
Twitter	@kcnews	15,562	745	5%

This is the easy part, if you know where to look.

But what happens once you have the numbers? Can you connect the dots to the bigger picture?

Analysis, after all, is what analytics are all about.

Intermediate analytics – Connect the dots

King County, WA 
King County @kcnews

Lots of great stuff available at monthly King County Surplus Auction on 4/10. Cameras, iPods, and more. Details here: ow.ly/jTI6r

 Reply  Delete  Favorite  Pocket  Storify  More

1 RETWEET 

38 clicks

Intermedia Connect the dots

 **King County, WA**
@kcnews

Lots of great stuff at the King County Surplus Auction. Items include digital cameras, iPods, and more. Details at [http://1.usa.gov/16psOoL](#)

← Reply 🗑️ Delete ★ Favorite

1 RETWEET 

 **King County, WA**
April 9

To make the most of taxpayer \$\$\$, many of King County's surplus items are sold at public auctions. The next spot auction is Wed., April 10. Items available include a digital camera, Kindle, iPods and more. Bids start at \$1. <http://1.usa.gov/16psOoL>



Like · Comment · Share  5  2

44 clicks

Intermediate analytics – Connect the dots

May's surplus stories

- 8 interactions, 77 clicks
- Both were top 10 performers on Facebook and Twitter for the month → let's share more stories like this.

June's surplus posts were just as encouraging!

- 2 interactions, 95 clicks
- Goal of @kcnews on Twitter is to share information AND drive traffic to the King County website.
- **2 posts that drive roughly 100 clicks to our website each month → I'll take it every time.**

Where to find your numbers

- **Facebook Insights**
 - Engaged Users
 - Talking About This
 - Reach
 - Audience Demographics
- **Twitter**
 - HootSuite
 - Twitter Counter
 - Topsy
 - Tweet Reach
 - Trends Map
- **Statigram (for Instagram)**
- **Pinterest Analytics**
- **YouTube Channel Analytics**
- **Flickr Page Insights**
- **Google Analytics**
- **Bitly**
- **Many, many more . . .**

Analytics = Numbers AND insights

Imagine you had an article published in the local paper, and then you found out exactly how many people:

- Read the article.
- Looked at the headline but didn't read the story.
- Started reading it but lost interest after a few sentences.
- Finished the story and left a comment at the end.
- Raised the exact same concern in the comments section.



Would this information change the way you wrote your next article? It should.

Painted by numbers

- Less is more. (Surprise!)
- Too often, we get caught up in the numbers. If we've got 'em, we'll use 'em.
- But people like you and me (and especially our managers) need numbers AND insights to make informed decisions about projects and planning.
- So the rule of thumb when deciphering analytics is . . .

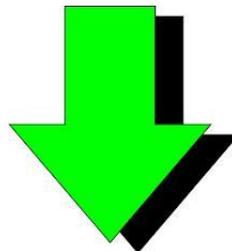


keep it **simple.**



Dont_make_me_think.csv

56	#	-----				
57	#	Ow.ly : All Links				
58	#	-----				
59	Rank	Date	Source Url	Message		Clicks
60	1	29-Apr-13	http://kingc	RT @kcnews: Full statement from Executive Constantine on today's #Sonics announcement: http://ow.ly/kxXvQ #NBASeattle		520
61	2	1-Apr-13	http://www	Report outlining routes at risk for potential cuts: 65 canceled, 86 with revisions. Thatâ€™s 2/3 of our system. http://ow.ly/jDniX		138
62	3	19-Apr-13	http://list25	Wow, @list25 ranks #Seattle as No. 8 most beautiful skyline in the world, behind Tokyo, Seoul, New York, others: http://ow.ly/keUri		59
63	4	5-Apr-13	http://www	The Snoqualmie and Tolt rivers are rising and we could see the Snoqualmie hit flood phase 2 - minor flooding. http://ow.ly/jMR06		40
64	5	9-Apr-13	http://www	Lots of great stuff available at monthly King County Surplus Auction on 4/10. Cameras, iPods, and more. Details here: http://ow.ly/jT16r		38
65	6	22-Apr-13	http://slog.t	Today, the greenest commercial building in the world opened to the public in #Seattle. http://ow.ly/kj81z #kcgreen		37



... on and on for pages

Presentation is everything

Post Engagement – Twitter						
Date	Post Type	Topic	Post	Interactions*	Clicks	Total Engaged
4/19	Link	Local News	Wow, @list25 ranks #Seattle as No. 8 most beautiful skyline in the world, behind Tokyo, Seoul, New York, others: http://ow.ly/keUri	15	59	74
4/9	Link	Local News	Forbes named WA the No. 1 state in U.S. to make a living. Great news, but we're working to give everyone a fair shake http://ow.ly/jRx3m	11	33	44
4/25	Photo	Local News	Beautiful pictures of the newly renovated King Street Station from @jlokseattle: http://ow.ly/kqixp	3	30	33

* Interactions include retweets, mentions and favorites on Twitter.

Build a template – Connect the dots

Post Engagement – Twitter						
Date	Post Type	Topic	Post	Interactions*	Clicks	Total Engaged
4/19	Link	Local News	Wow, @list25 ranks #Seattle as No. 8 most beautiful skyline in the world, behind Tokyo, Seoul, New York, others: http://ow.ly/keUri	15	59	74
			Forbes named WA the No. 1 state			

- Local news isn't something we typically share on Twitter.
- *29 interactions, 122 clicks*
- All three were top 10 performers on Twitter for the month.
- These are clearly stories our audience enjoys.
- **Takeaway → Mix relevant and timely local news with King County information, approximately 5-10%.**

What is ROI?

“Return on investment” refers to performance measures that evaluate the efficiency of an investment.

In purely economic terms, it’s one way (and one of the most popular ways) of determining profits in relation to capital invested.

$$\text{ROI} = \frac{\text{GAIN FROM INVESTMENT} - \text{COST OF INVESTMENT}}{\text{COST OF INVESTMENT}}$$

Here’s the typical example:

Investment	\$40,000
Annual Return	\$10,000
ROI	25%

What is social media ROI?

$$\frac{\sum \left(\left(\begin{array}{l} \text{NUMBER OF SHARED} \\ \text{BOOKMARKS, LINKS} \\ \text{\& ASSETS} \end{array} \times 4^* \right) + \begin{array}{l} \text{NUMBER OF FANS,} \\ \text{SUBSCRIBERS,} \\ \text{FRIENDS AND} \\ \text{FOLLOWERS} \end{array} \right) \times \begin{array}{l} \text{BALANCE OF} \\ \text{SENTIMENT} \end{array} }{\left(\begin{array}{l} \text{FIRST GENERATION} \\ \text{PLACEMENTS} \end{array} \times \left(\begin{array}{l} \text{REACH} \\ \text{OTS} \end{array} \right) \right)} = \text{SOCIAL MEDIA ROI}$$

* Visits from shared links can convert up to 4x more than paid media – Razorfish Study



ROI is tied to goals, no matter what

Especially in government, social media ROI can take many forms:

- **Reach** (*people that see your Twitter hashtag*)
- **Engagement** (*likes and shares your posts get on Facebook*)
- **Traffic** (*clicks your Pinterest boards drive to your website*)
- **Growth** (*new subscribers to your YouTube channel*)
- **Time/money saved** (*equivalent to FTEs*)

Google search for “social media ROI” yields 40 million results, and all of these sites claim to be the experts!

ROI is different for every project, and that’s OK.

Make ROI relevant to your work

Metric	Example	Project	Calculating ROI
Reach	People who saw your hashtag on Twitter.	Public hearing on Metro bus cuts	<ul style="list-style-type: none"> • Single day • 634 mentions of #MetroFuture • 271K people reached • #1 trending topic in Seattle
Engagement	Likes and shares your posts get on Facebook.	Earth Week	<ul style="list-style-type: none"> • Campaign specific • 12 total posts • 255 interactions • 22.5 interactions-per-post
Traffic	Clicks your Pinterest boards drive to website.	Archive Images	<ul style="list-style-type: none"> • Monthly metrics • 16 total pins • 126 clicks to Flickr archives • 7.9 clicks-per-pin
Growth	New subscribers to YouTube channel.	Sheriff's Investigation	<ul style="list-style-type: none"> • Event specific • 8 videos posted • 254K video views • ~50 new subscribers
Time/Money Savings	Equivalent to FTEs	Assessor's Office iPad app	<ul style="list-style-type: none"> • Program wide • Bulky PCs cost time and efficiency • New iPads and custom app save enough time = 8 FTEs • \$6.1 million savings over 5 years

My ROI: Growth and engagement

Page Performance						
Channel	Name	Posts	Interactions*	Clicks	Total Engaged	Engagement Per Post
Twitter	@kcnews	197	311	676	987	5.0
Facebook	King County, WA	50	1,161	286	1,447	29.0
Instagram	kingcountywa	15	362	N/A	362	24.1
Pinterest	kingcountywa	16	158	126	284	17.6
Totals		278	1,992	1,088	3,080	11.1

* Interactions include retweets, mentions, favorites, likes, comments, shares and repins.

- Cross-county social media ROI is determined by page growth and engagement per post.
- We want to show 1) Are we growing? 2) Is the content we're sharing resonating with constituents?

GOALS

S pecific

M easurable

A ttainable

R ealistic

T ime based

Know your goals inside and out

You can find numbers to support almost anything.

But what you really need to show is how your work impacts the big picture. So, what is the big picture?

- **Capital project** → Was it on time and under budget?
- **New program** → Do the right people know about our services?
- **Social media campaign** → Have we captured people's attention?

Ask yourself: How did social media help us reach our goals?

Know where to look for data you need

- **Facebook Insights**

- Engaged Users
- Talking About This
- Reach
- Audience Demographics

- **Twitter**

- HootSuite
- Twitter Counter
- Topsy
- Tweet Reach
- Trends Map

- **Statigram (for Instagram)**

- **Pinterest Analytics**

- **YouTube Channel Analytics**

- **Flickr Page Insights**

- **Google Analytics**

- **Bitly**



Know how to present the data

Tell the story, but don't make me think.

Example: Facebook Ad Report

Keep in mind we were thrilled with the results from May.

Metric	May's Ad	June's Ad (So Far)
People targeted	1.8 million	1.8 million
People reached	47,697	5,258
Clicks	362	86
Click-through rate	0.239%	1.636%
New likes	266	75
Conversions (clicks to likes)	73%	90%
Spent	\$140.05	\$16.90
Cost per new like	\$0.53	\$0.23

Group discussion

Consider the analytics needs for three phases of a capital project to build a new facility.

- **Phase 1** – Public hearings/gather feedback
- **Phase 2** – General outreach about the timetable and scope
- **Phase 3** – Transparency during construction



Your department's channels: Facebook, Twitter, Flickr, Blog

What are the project's goals, and what social media metrics will you need to demonstrate the impacts of your work? How will you connect the dots to show ROI?

Questions?

Key takeaways:

- Go beyond simple benchmarks.
- Connect the dots → tell the story of how social media helped achieve your goals.
- Know your goals inside and out.
- Don't worry about the clinical definition of ROI → it's different for every project, and that's OK!
- Analytics and ROI are not just about numbers, it's about measuring your success.



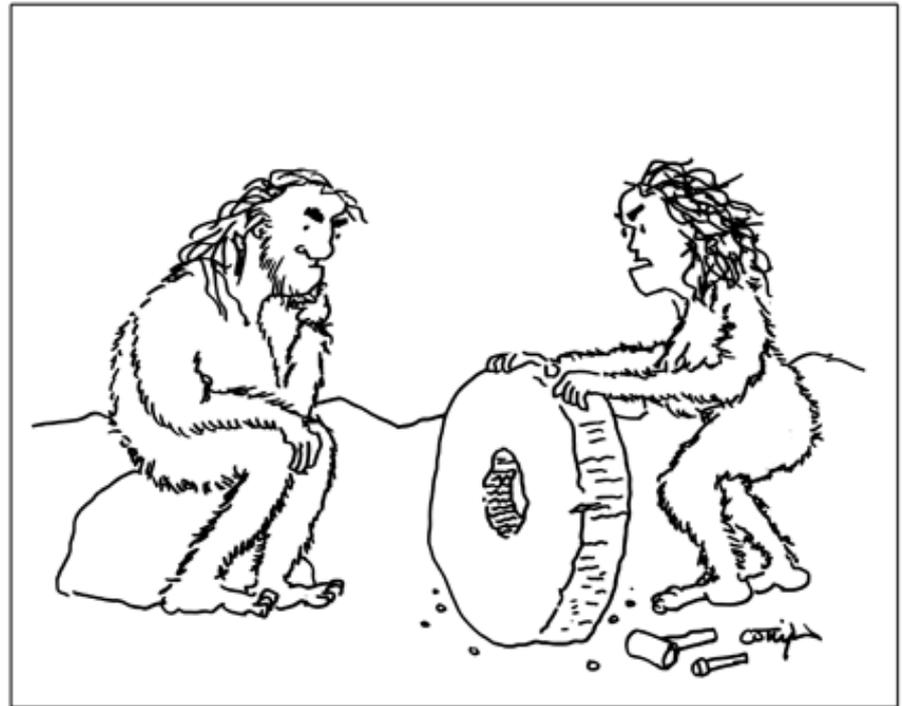
Thank you!

NOISE TO SIGNAL
Rob Cottingham

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For the last time, no, I do not know
what the ROI is on it!