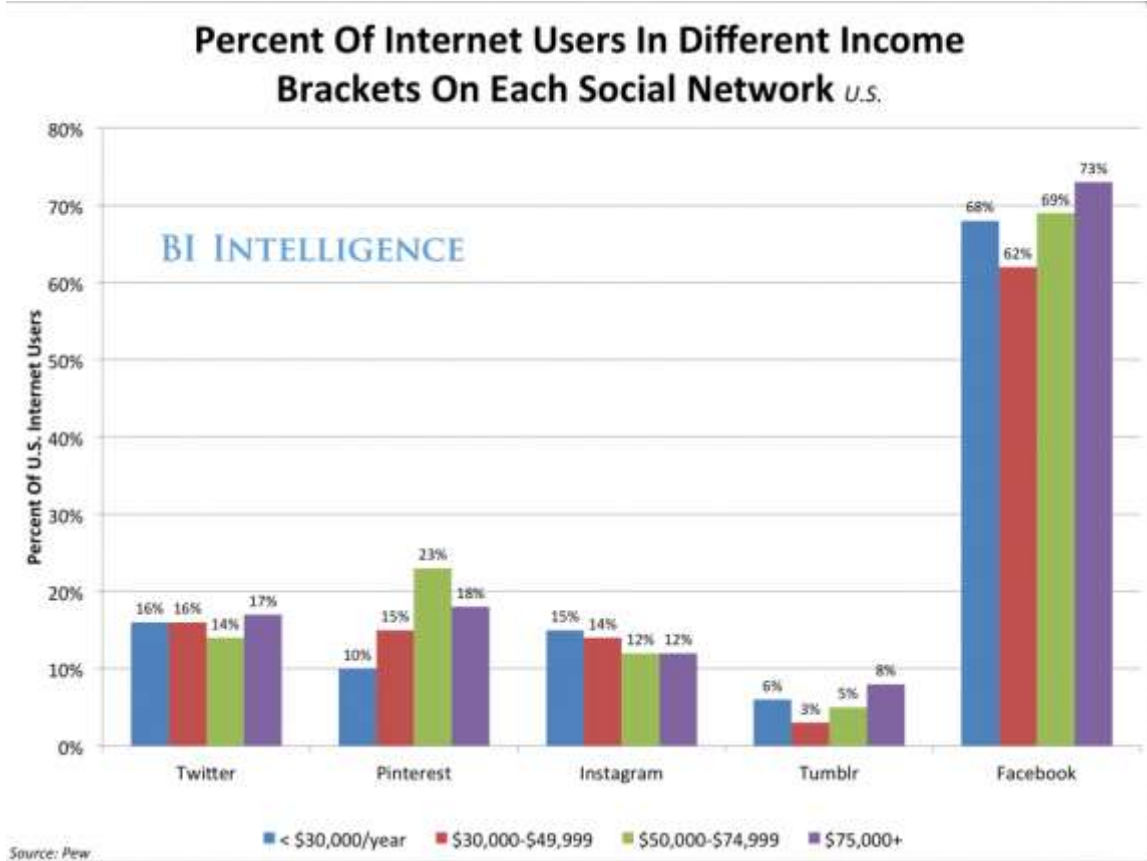




Data Analytics 101

Kathleen Moore

Tall Ships America Annual Conference
Sand Diego, CA



Here are some of our surprising findings:

- **Facebook** still skews young, but the 45- to 54-year-old age bracket has seen 45% growth since year-end 2012. Among U.S. Internet users, 73% with incomes above \$75,000 are on Facebook (compared to 17% who are on Twitter). Eight-six percent of Facebook's users are outside the U.S.
- **Instagram:** Sixty-eight percent of Instagram's users are women.
- **Twitter** has a surprisingly young user population for a large social network — 27% of 18 to 29-year-olds in the U.S. use Twitter, compared to only 16% of people in their thirties and forties.
- **LinkedIn** is international and skews toward male users.
- **Google+** is the most male-oriented of the major social networks. It's 70% male.
- **Pinterest** is dominated by tablet users. And, according to Nielsen data, 84% of U.S. Pinterest users are women.
- **Tumblr** is strong with teens and young adults interested in self-expression, but only 8% of U.S. Internet users with incomes above \$75,000 use Tumblr.

SOCIAL MEDIA STRATEGY

8 STEP "TOOL-AGNOSTIC" APPROACH

1

BUILD AN ARK



No one person or department should 'own' social media strategy in your organization. Create a cross-functional team that develops strategy, implements tactics and manages social.

2

LISTEN & COMPARE



It's common sense, but social 'listening' is still a great exercise that's often ignored. If you extend the keywords and phrases you listen for beyond your brand name your audiences will provide a good guide to where and how you should be active in social media.

3

WHAT'S THE POINT?



SALES



LOYALTY

Social media can be used to help attain a variety of business objectives. But the best social media strategies are those that focus (at least initially) on a more narrow rationale for social. What do you primarily want to use social for? Awareness? Sales? Loyalty and retention? Pick one.



RETENTION



AWARENESS

4

SELECT SUCCESS METRICS



How are you going to determine whether social media is adding business value? What key performance indicators will you use to assess the effectiveness of your social media strategy? How will you evolve past likes and engagement? Will you measure ROI?

5

ANALYZE YOUR AUDIENCES



Who will you be interacting with using social media? What are the characteristics and information needs of your current or prospective audience? How does that impact what you can and should attempt in social media?

6

WHAT'S YOUR ONE THING?

It doesn't matter who you are, or what you sell, your product features and benefits aren't enough to create a passion-worthy story. How will your organization appeal to the heart of your audience, rather than the head? Disney isn't about movies, it's about magic. Apple isn't about technology, it's about innovation. What are you about?



VS



7

HOW WILL YOU BE HUMAN?



The mechanics of social force companies to compete for attention versus your customers' colleagues, friends and family. Social media is about people NOT logos. Thus, your company has to act like a person to some degree (not an entity). How will you do that?

8

CREATE A CHANNEL PLAN



After you know why you're active in social and how you'll measure success you can turn your attention to the "how" of Facebook, Twitter, blogs, etc. This plan should be channel specific, in that you have a defensible rationale for participating in each.

Source: "Social Media Strategy in 8 Steps", by Alex Cunniff@Cunniff.com
Last Post icon designed by Adam Lohan from The Noun Project

© Mark Smiciklas, Digital Strategist, IntersectionConsulting.com

SOCIAL MEDIA APPLICATION	BRAND AWARENESS	BRAND ENGAGEMENT	WORD OF MOUTH
Blogs	<ul style="list-style-type: none"> •number of unique visits •number of return visits •number of times bookmarked •search ranking 	<ul style="list-style-type: none"> •number of members •number of RSS feed subscribers •number of comments •amount of user-generated content •average length of time on site •number of responses to polls, contests, surveys 	<ul style="list-style-type: none"> •number of references to blog in other media (online/offline) •number of reblogs •number of times badge displayed on other sites •number of "likes"
Microblogging (e.g., Twitter)	<ul style="list-style-type: none"> •number of tweets about the brand •valence of tweets +/- •number of followers 	<ul style="list-style-type: none"> •number of followers •number of @replies 	<ul style="list-style-type: none"> •number of retweets
Cocreation (e.g., NIKEiD)	<ul style="list-style-type: none"> •number of visits 	<ul style="list-style-type: none"> •number of creation attempts 	<ul style="list-style-type: none"> •number of references to project in other media (online/offline)
Social Bookmarking (e.g., StumbleUpon)	<ul style="list-style-type: none"> •number of tags 	<ul style="list-style-type: none"> •number of followers 	<ul style="list-style-type: none"> •number of additional taggers
Forums and Discussion Boards (e.g., Google Groups)	<ul style="list-style-type: none"> •number of page views •number of visits •valence of posted content +/- 	<ul style="list-style-type: none"> •number of relevant topics/threads •number of individual replies •number of sign-ups 	<ul style="list-style-type: none"> •incoming links •citations in other sites •tagging in social bookmarking •offline references to the forum or its members •in private communities: number of pieces of content (photos, discussions, videos); chatter pointing to the community outside of its gates •number of "likes"
Product Reviews (e.g., Amazon)	<ul style="list-style-type: none"> •number of reviews posted •valence of reviews •number and valence of other users' responses to reviews (+/-) •number of wish list adds •number of times product included in users' lists (i.e., Listmania! on Amazon.com) 	<ul style="list-style-type: none"> •length of reviews •relevance of reviews •valence of other users' ratings of reviews (i.e., how many found particular review helpful) •number of wish list adds •overall number of reviewer rating scores entered •average reviewer rating score 	<ul style="list-style-type: none"> •number of reviews posted •valence of reviews •number and valence of other users' responses to reviews (+/-) •number of references to reviews in other sites •number of visits to review site page •number of times product included in users' lists (i.e., Listmania! on Amazon.com)
Social Networks (e.g., Bebo, Facebook, LinkedIn)	<ul style="list-style-type: none"> •number of members/fans •number of installs of applications •number of impressions •number of bookmarks •number of reviews/ratings and valence +/- 	<ul style="list-style-type: none"> •number of comments •number of active users •number of "likes" on friends' feeds •number of user-generated items (photos, threads, replies) •usage metrics of applications/ widgets •impressions-to-interactions ratio •rate of activity (how often members personalize profiles, bios, links, etc.) 	<ul style="list-style-type: none"> •frequency of appearances in timeline of friends •number of posts on wall •number of reposts/shares •number of responses to friend referral invites
Video and Photosharing (e.g., Flickr, YouTube)	<ul style="list-style-type: none"> •number of views of video/photo •valence of video/photo ratings +/- 	<ul style="list-style-type: none"> •number of replies •number of page views •number of comments •number of subscribers 	<ul style="list-style-type: none"> •number of embeddings •number of incoming links •number of references in mock-ups or derived work •number of times republished in other social media and offline •number of "likes"

2012 eNonprofit Benchmarks Study

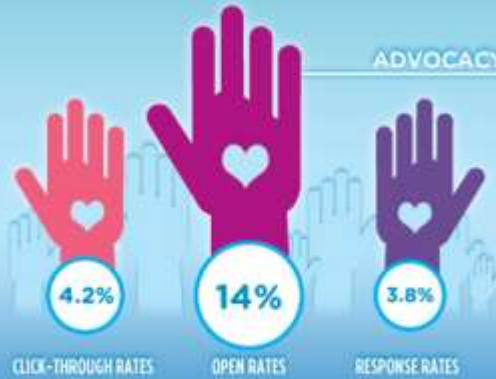


EMAIL MESSAGING BENCHMARKS

FUNDRAISING



ADVOCACY



35% OF ONLINE REVENUE CAME FROM EMAILS

65% CAME FROM OTHER ONLINE SOURCES

THE ADVOCACY RESPONSE RATE INCREASED BY

28% THIS YEAR

ONLINE FUNDRAISING

GROWTH IN ONLINE GIVING FROM 2010 TO 2011



AVERAGE GIFT AMOUNT



FUNDRAISING RESPONSE RATE HELD STEADY AT **0.08%**

ONLINE MONTHLY GIVING ACCOUNTED FOR **8%** OF TOTAL ONLINE REVENUE THIS YEAR, UP FROM 5%

SOCIAL MEDIA

FOR EVERY... **1,000** EMAIL SUBSCRIBERS ORGS HAVE... **103** FACEBOOK FANS **29** TWITTER FOLLOWERS **12** MOBILE SUBSCRIBERS

2.5 DAILY LIKES+COMMENTS ON AVERAGE FOR EVERY 1,000 FACEBOOK USERS

MOBILE LIST SIZE

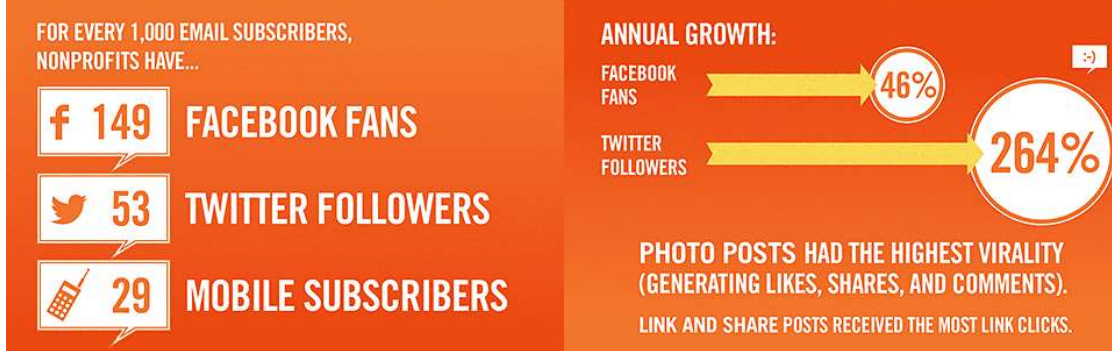
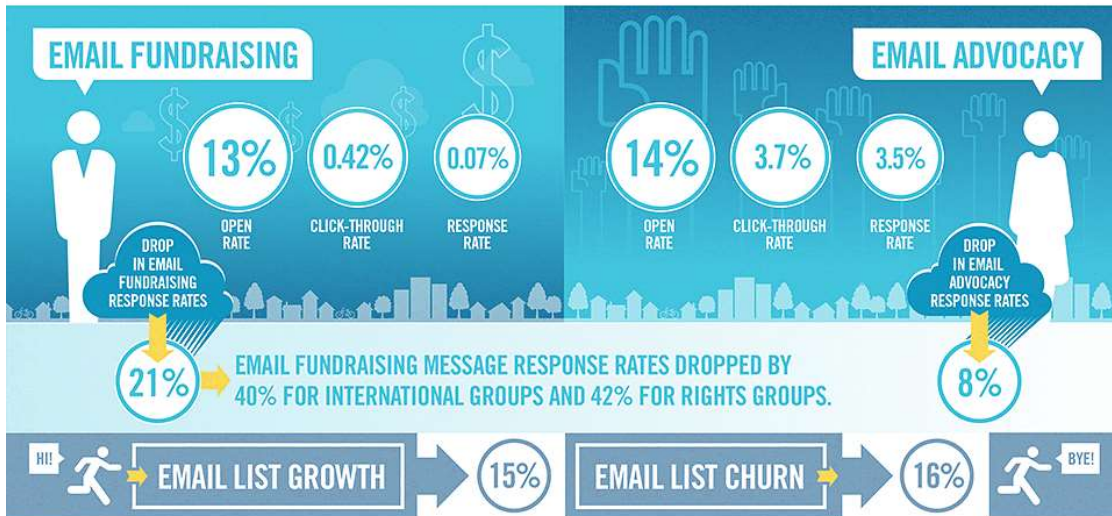
19,665 SUBSCRIBERS OR, ON AVERAGE, **1.2%** OF EMAIL LIST SIZE

FOR THE FULL REPORT, VISIT WWW.E-BENCHMARKSSTUDY.COM

2013 eNonprofit Benchmarks Study

We analyzed the results of 1.6 billion email messages sent to over 45 million subscribers; 6.5 million online gifts totaling \$438 million raised; and 7.3 million advocacy actions.

That adds up to 122 bajillion data points and one awesome benchmarks study.



For the full report, visit www.e-benchmarksstudy.com



Resources:

2013 eNonprofit Benchmarks Study

Five Essential Social Media ROI infographics

<http://socialmarketingwriting.com/5-essential-social-media-roi-infographics/>

Third-Party measurement services:

Page Analyzer

<http://page-analyzer.dk/>

Simply Measured

<http://simplymeasured.com/>

Constant Contact (social media module)

<http://www.constantcontact.com/social-campaigns>

Hoot Suite

<https://hootsuite.com/>

NOTES