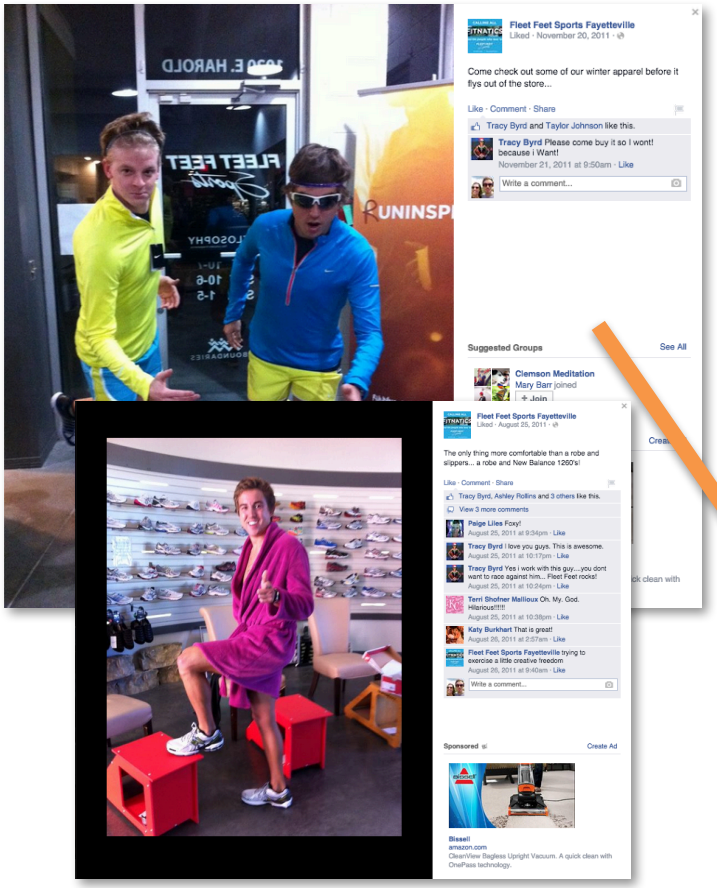
Let's Talk Measurement

”Not everything that counts can be counted. And not everything that can be counted, counts”

-Albert Einstein

My Journey in Social.



modthink

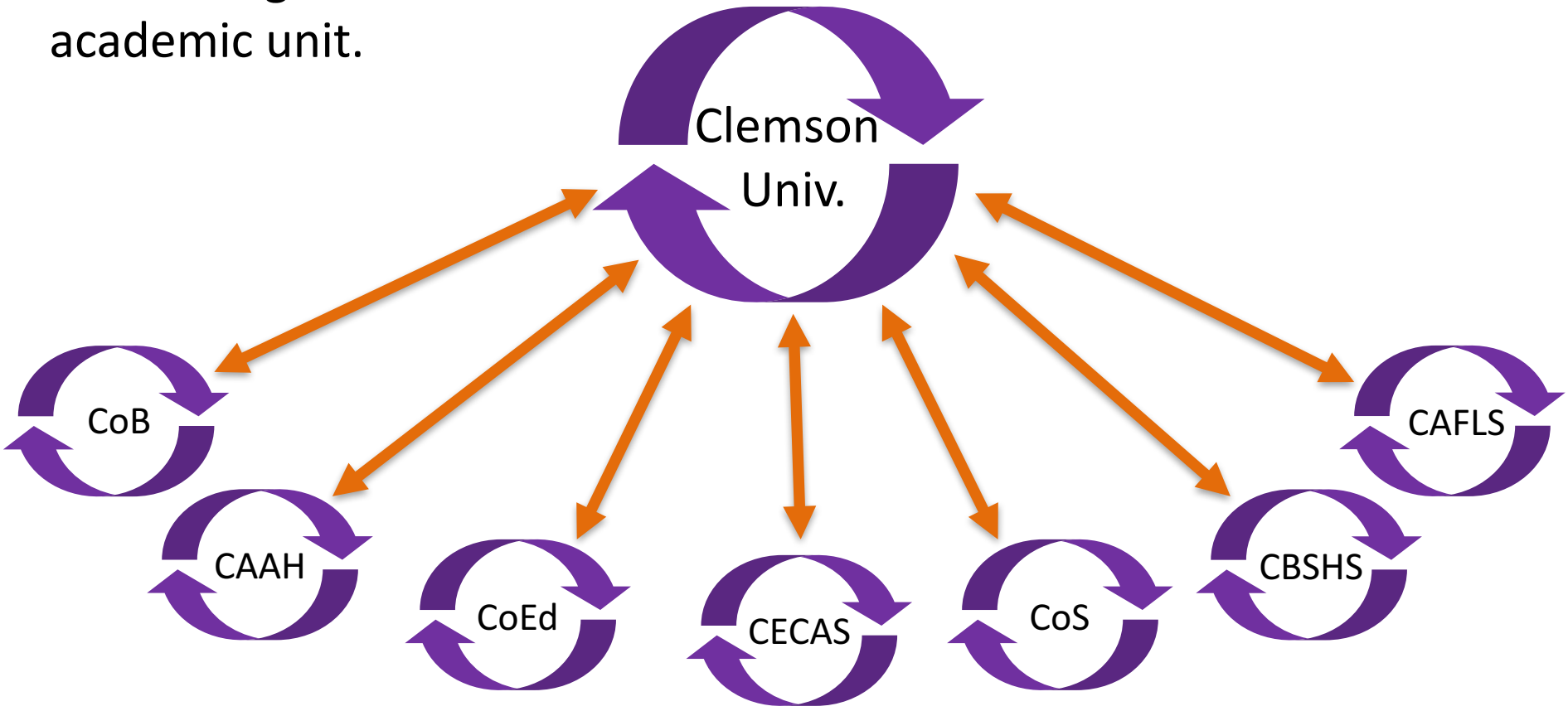
Learning To Fish.

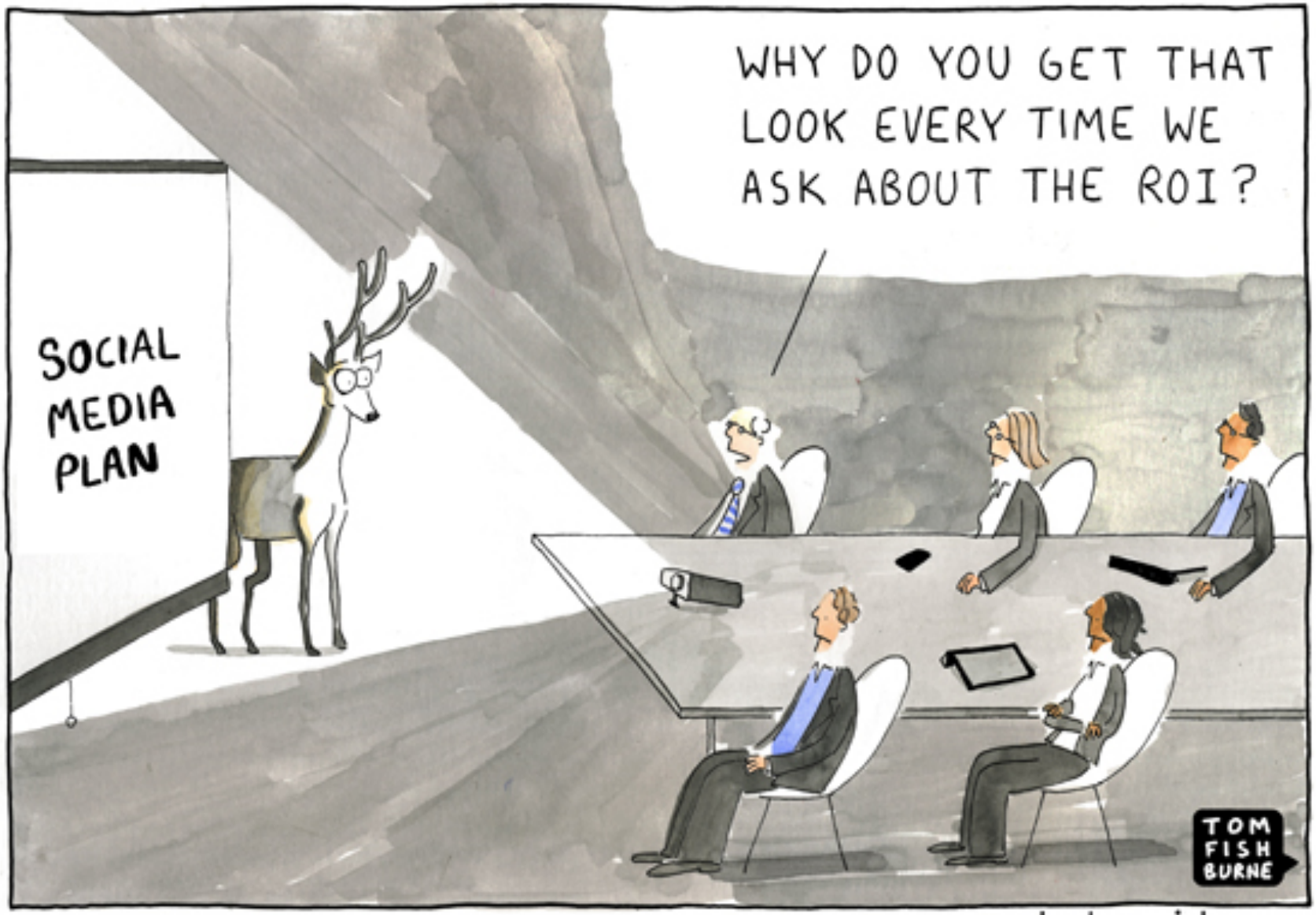
At Clemson.

- Student Recruitment
- National Reputation
- Employee Recruitment
- Some work in development.
- Broad Social Strategy

At Clemson.

Scaling this strategy across university to elevate the storytelling of each college and academic unit.





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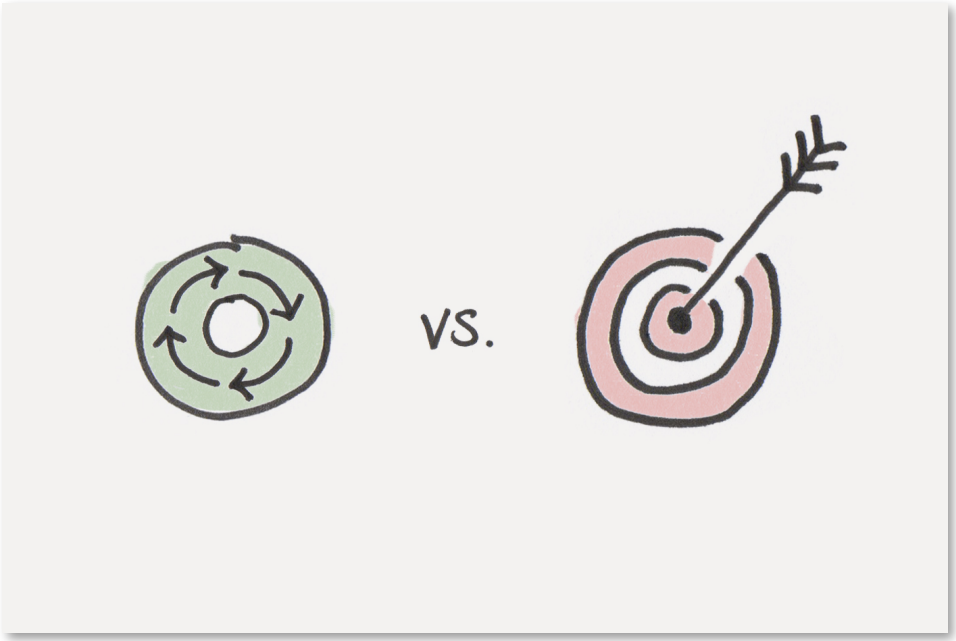
What We're Doing.

Goals.



What is your goal?

- Grow Brand
- Improve Recruitment of Students and Faculty
- More Gifts/Donations
- Reach Media/Influencers
- Establish Reputation

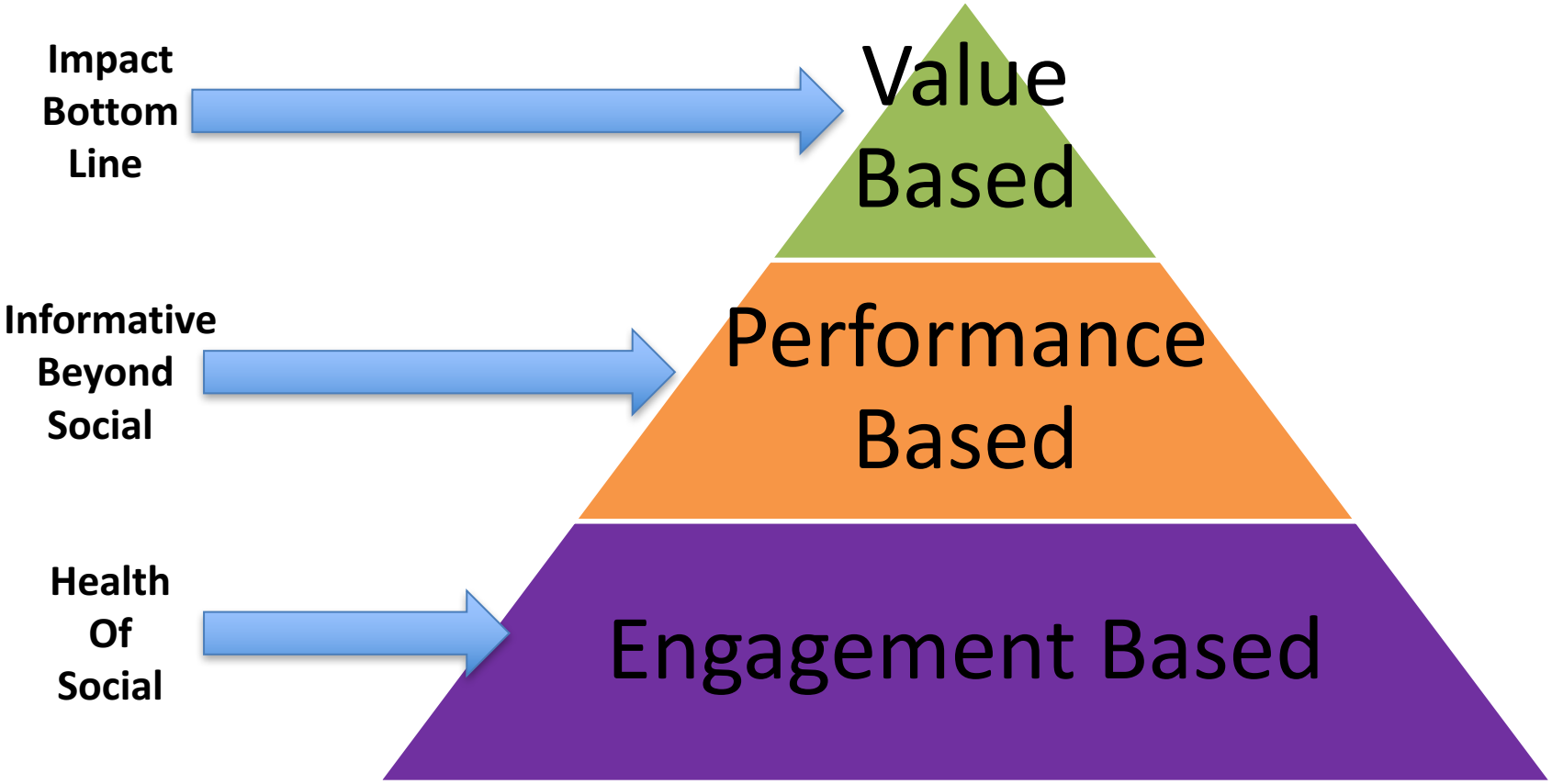
Measurement.

- How are you going to measure the impact of social on your goals?
- **Work forward** from your goals not backwards based on what you have at hand.

Evolution.

- Leveraging what you have learned to **create success and drive strategy** to get to that next level.
- How do you translate it to different stakeholders?

3 Categories.



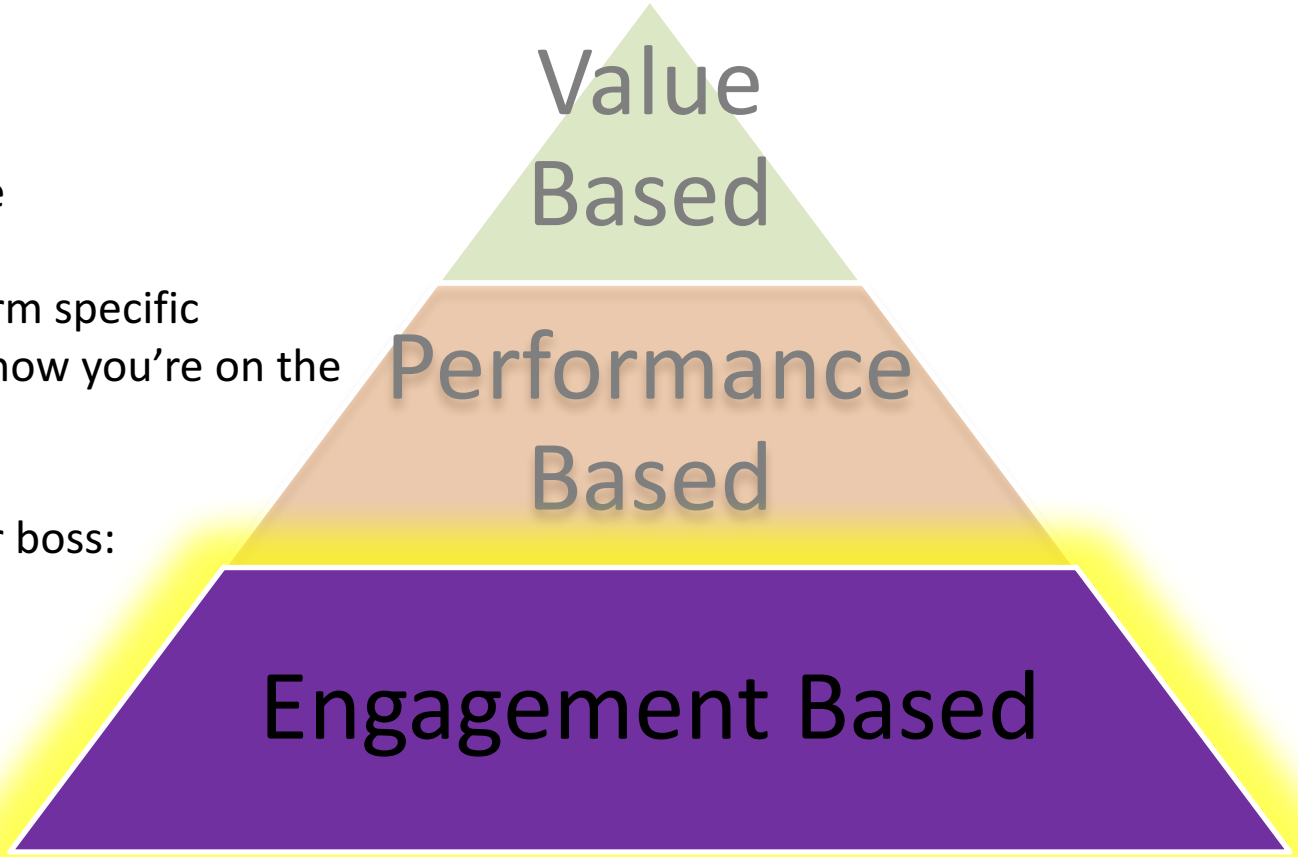
3 Categories.

The pulse of your social programs.

- Amplification Rate
- Conversation Rate
- Reach
- Audience growth
- Publishing cadence

The day-to-day platform specific metrics that let you know you're on the right path.

Emoji reaction of your boss:



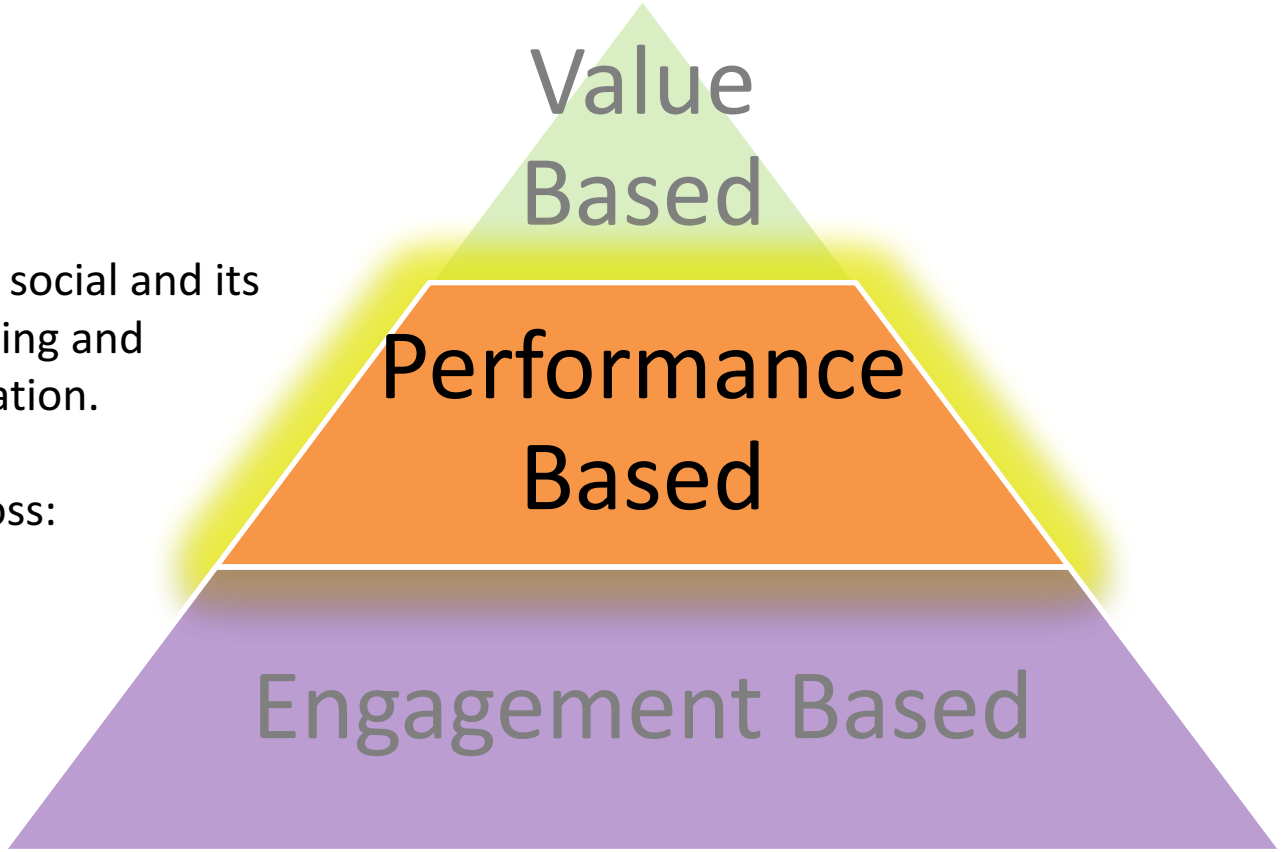
3 Categories.

Expanding beyond social into more

- Traffic driven to site
- Video views
- Event attendance
- Email Subscribers

The connection between social and its impact to the the marketing and communications organization.

Emoji reaction of your boss:



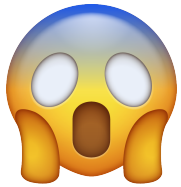
3 Categories.

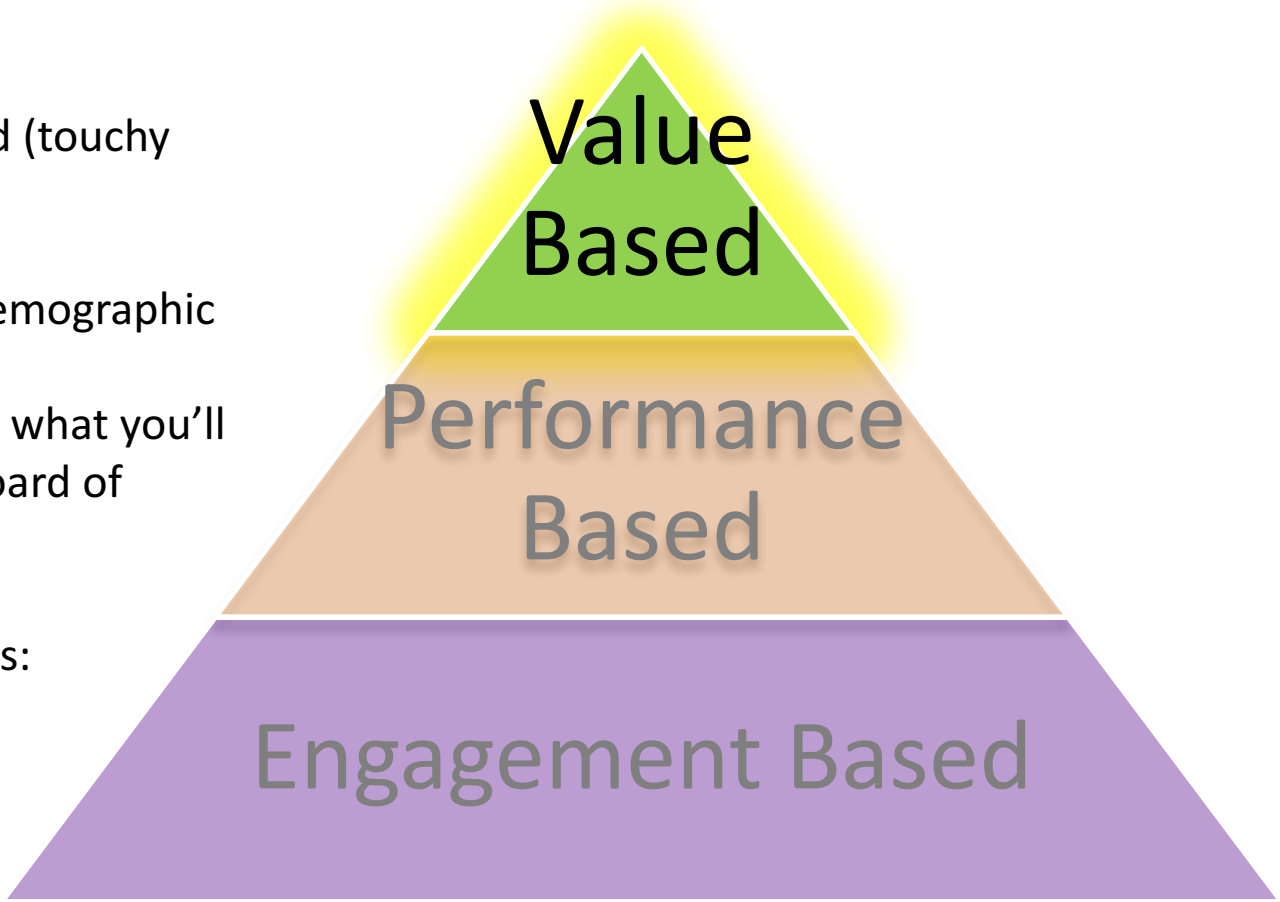
Driving business level goals.

- Tour Registrations
- Applications Completed (touchy subject…)
- Donations
- Enrollment by target demographic

These are higher level and what you'll want to show off to the board of trustees.

Emoji reaction of your boss:





Engagement Based.

Conversation Rate = (Comments /Posts)
Amplification Rate = (Shares/Posts)
Engagement Rate = (Engagements/ Posts)

Evolution and Reporting.

- How do we use what we learn?
- How do we translate it to different stakeholders?

Social Score Card – (Sept. 2017 over Sept. 2016)

(Clemson University FB, @ClemsonUniv Twitter and @ClemsonUniversity Instagram)

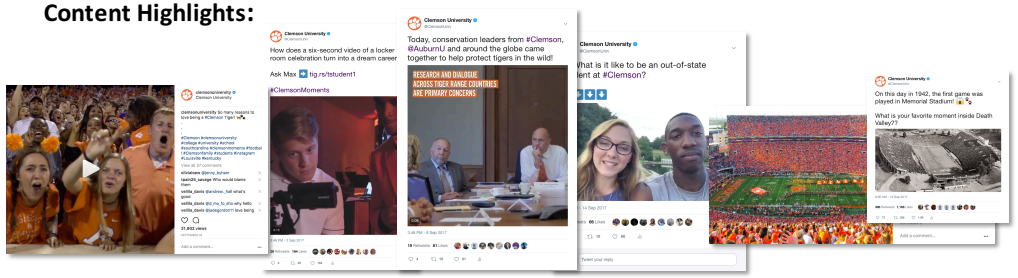
- **16,723,195** total social impressions a **7% increase** over Sept. 2016.
- **437191** likes, comments and shares is a **24% increase** over Sept. 2016.
  - 7.2% increase from 14-24's on Facebook.
- **19,031 shares, up 19%** over Sept. 2016.
- **1,273,299 video views** across FB, YouTube and Twitter **24% increase** over Sept. 2016.
- **20,824 clicks** to Clemson.edu down 29% from Sept. 2016.

Analysis: September was a big month and this year was no exception, we came out swinging with great video, strong visuals and creative ways to share meaningful content.

Highlight of the Month:

- **Ask a Tiger Series –** This is one of the coolest and most human series we've tried. Working to give perspective students a feel for that it's like to be a Clemson student in a weekly Q&A series on Instagram,
- Moments – this one speaks for itself! Solid gold across the board.
- **Game Day Brags –** This is one thing that we've tried to share to tie in some academic and experience messaging around athletics. Have shared them during football games and the content seems to fit perfectly within the context of football.

Content Highlights:



Evolution and Reporting.

- Each group needs something different so give it to them.

Social Team	MKTG/Comm	Administration
100 ft. view	1,000 ft. view	10,000 ft. view

Reporting.

"We should totally turn that into a GIF"

- Internal Social Team

- Weekly reporting to look back at what's happened and look ahead.
- More granular, tactical, platform specific.
- Engagement and Performance based KPI's:
  - Video views
  - # of tweets/posts
  - Story completions
  - Amplification, conversation and engagement rate
- How can we apply this moving forward?

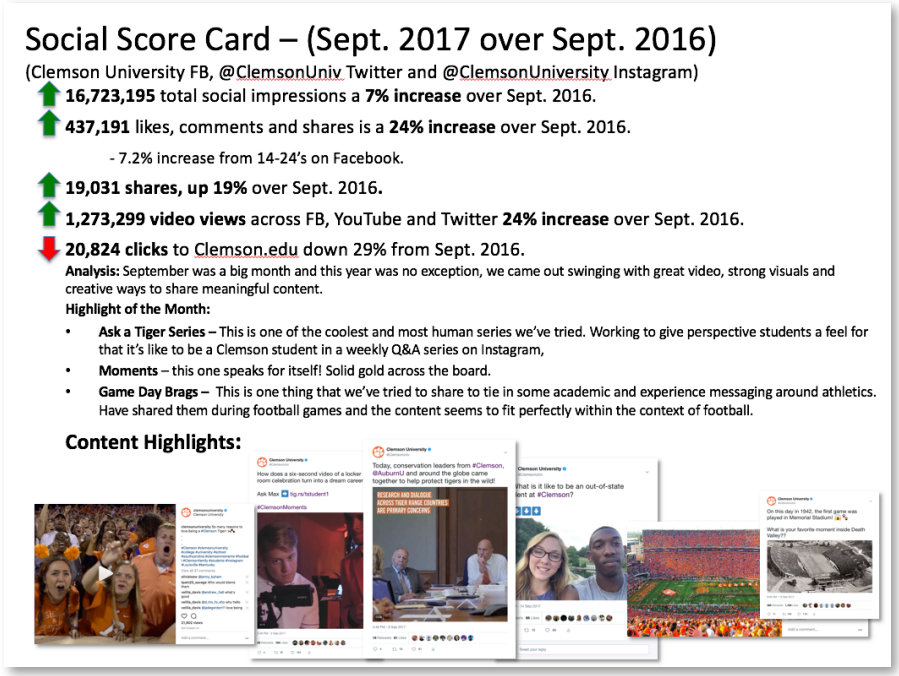
3	**Facebook**			
4	Impressions	9075493	13899858	-0.3470801644
5	Engagments	120732	163431	-0.2612662224
6	14-24	32597.64	30,351	0.0740219432
7	Shares	12846	14146	-0.0918987699
8	Growth	1560	3166	-0.5072646873
9	Link Clicks	6138	22722	-0.7298653288
10	Posts	78	123	-0.3658536585
11	**Twitter**			
12	Impressions	2562737	1394754	0.8374114718
13	Engagments	30344	11495	1.639756416
14	Shares	6154	1716	2.586247086
15	Growth	5116	2249	1.274788795
16	Link Clicks	5787	5063	0.1429982224
17	Tweets	154	123	0.2520325203
18	**Instagram**			
19	Impressions	4500000		
20	Engagments	278726	172473	0.6160558464
21	Growth	3279		
22	Posts	41	50	-0.18
23	**LinkedIn**			
24	Impressions	584965	208456	1.806179721
25	Engagments	7389	2852	1.590813464
26	Clicks	4949	1635	2.026911315
27	Growth	1008	6503	-0.8449946179
28				
29	**Total**			
30	Impressions	16723195	15503068	0.0787022929
31	Engagments	437191	350251	0.2482219894
32	Shares	19000	15862	0.1978312949
33	Clicks	20824	29420	-0.292182189
34	Growth	10963	11918	-0.0801308944
35	Posts	273	296	-0.0777027027
36	Engagement rate	1601.432234	1183.280405	0.3533835489
37	Amplification Rat	81.89655172	64.4796748	0.2701142179
38				

Reporting.

"Wait, that traffic came from Facebook?"

- Broad communication team

- Month reporting to look back at what's worked and around changes.
- Celebrating the collaborations between units!!!
- Engagement and Performance based KPI's:
  - Clicks to driven from social
  - Top performers of the month
  - Some analysis of why it happened.



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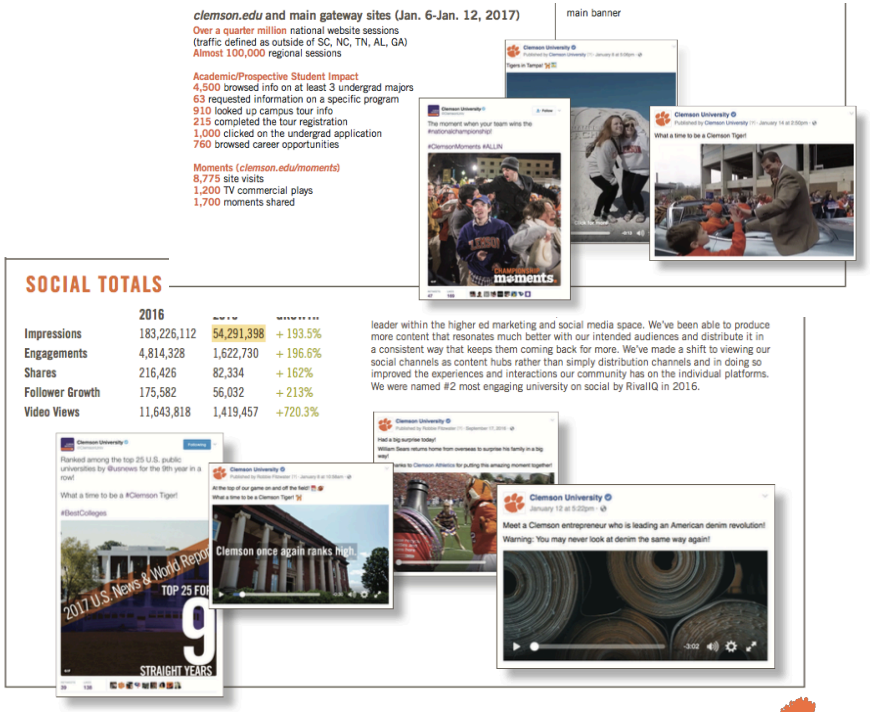
Content Highlights:

Reporting.

"Yeah, I get it I'm on the Twitters…"

- Administration

- Quarterly reporting to look back at the 10,000 foot view.
- Connecting dots between social and business outcomes.
- Engagement, performance and value based KPI's:
  - Conversions driven from social
  - How social impacts goals of university
  - Aggregate social stats



Social like a set list.

- **Drake is going to play *Hotline Bling*…**
- **New/Experimental**
  - Throwing it at a wall to see what sticks.
  - Experimental content: Instagram Live, 6 second looping videos on Twitter
- **Surprising/Deep**
  - Something for the super fans, not everyone loves but some love very deeply
  - Facebook album around event, Turtles moving their hips research video (crowd pleaser)
- **Hits**
  - Everybody loves and everyone can sing along
  - beautiful photo on Facebook, engaging video
  - “Mickey Mouse Content”
- **Call to Action**
  - You’ve given a lot, now you can ask
  - Tell them to visit the merch table, or to fill out an application/register for a visit.

Any Questions?
(Don't be shy)

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