1. What do we measure?
2. How do we gather data?
3. Custom Fields
4. Social Media Reporting
5. What do I do with this info?
6. Tools & Resources available
Intro: What do we measure?
### Metrics Overview

<table>
<thead>
<tr>
<th>Engagements</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition</strong></td>
<td>The total amount of interactions on a post, including the sum of reactions, comments, and shares</td>
</tr>
<tr>
<td><strong>What does this tell us?</strong></td>
<td>Interaction: How effective was our content at enticing interactions?</td>
</tr>
<tr>
<td><strong>Clicks</strong></td>
<td>The total amount of clicks on the link included in a post</td>
</tr>
<tr>
<td><strong>What does this tell us?</strong></td>
<td>Traffic: How effective was our content at driving traffic to our source?</td>
</tr>
<tr>
<td><strong>Video Views</strong></td>
<td>The total number of views on a video (3 second view metric is shared across all networks)</td>
</tr>
<tr>
<td><strong>What does this tell us?</strong></td>
<td>Consumption: How many users are watching our videos? How effective was our video at driving consumption?</td>
</tr>
<tr>
<td><strong>Definition</strong></td>
<td>The potential amount of individuals exposed to a post</td>
</tr>
<tr>
<td><strong>What does this tell us?</strong></td>
<td>Awareness: How effective was our content at driving awareness?</td>
</tr>
</tbody>
</table>
Which metrics to use

Viability and health of channel

Engagement:
• Easy, clear barometer of whether posts are resonating among audiences
• Biggest factor in network algorithm’s treatment of channel
• Important for maintaining health & future viability of the channel

Department-wide goals

Aligning goals of the posts to metrics:

<table>
<thead>
<tr>
<th>Goals</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving Awareness</td>
<td>Reach</td>
</tr>
<tr>
<td>Driving Traffic to Website</td>
<td>Clicks</td>
</tr>
<tr>
<td>Driving Interaction</td>
<td>Engagement</td>
</tr>
<tr>
<td>Driving consumption of video content</td>
<td>Video Views</td>
</tr>
</tbody>
</table>
How do we gather data?
### Sprinklr vs Native Platforms

<table>
<thead>
<tr>
<th>Feature</th>
<th>Sprinklr</th>
<th>FB: Native Platform</th>
<th>IG: Native Platform</th>
<th>TW: Native Platform</th>
<th>LN: Native Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary post metrics</strong> (Engagement, Reach, Clicks, Video Views)</td>
<td>All Available</td>
<td>All Available</td>
<td>All Available</td>
<td>All Available</td>
<td>All available</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• More robust video metrics (ex. watch retention curve)</td>
<td>• Only available through mobile app</td>
<td>• Includes some metrics not available in Sprinklr (hashtag clicks, profile clicks)</td>
<td>• Includes some metrics not available in Sprinklr (followers from post, visitor analytics)</td>
</tr>
<tr>
<td><strong>In-Platform Reporting &amp; Visualization</strong></td>
<td>Available</td>
<td>• Pre-set graphs visualize many top-level metrics</td>
<td>• Pre-set graphs visualize many top-level metrics</td>
<td>• Pre-set graphs visualize many top-level metrics</td>
<td>• Pre-set graphs visualize many top-level metrics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Aggregation limited to 'Total' (Can't average)</td>
<td>• Aggregation limited to 'Total' (Can't average)</td>
<td>• Aggregation limited to 'Total' (Can't average)</td>
<td>• Aggregation limited to 'Total' (Can't average)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Limited to viewing 91 days at a time</td>
<td>• Limited to viewing 91 days at a time</td>
<td>• Limited to viewing 91 days at a time</td>
<td>• Limited to viewing 91 days at a time</td>
</tr>
<tr>
<td><strong>Categorization of Data</strong></td>
<td>Available</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Exporting data</strong></td>
<td>Available</td>
<td>• Limited to 500 posts at a time</td>
<td>• Limited to exporting one month at a time</td>
<td>• Limited to specific time intervals up to 365 days</td>
<td>• Limited to specific time intervals up to 365 days</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• No custom exports</td>
<td>• Limited to the previous four months</td>
<td>• No custom exports</td>
<td>• No custom exports</td>
</tr>
</tbody>
</table>
Custom Fields
What is a custom field?

Custom field: Allows you to group social posts into different categories.

Examples:
- Post Type (e.g., photo, video, text)
- Department-wide strategy the post falls under
- Goal or objective of post
- Target Audience
- Content Type
- Campaigns
- Tactic
UComms Examples

@MichiganStateU

- Brand
  - Content Bucket
    - Affinity + Esteem
  - UComms Focus Area
    - DEI
  - Shared Page URL
    - URL example here
- Mandatory Fields
  - Tier 1
    - U Comms
  - Post Type
    - Graphic
  - Source of Content
    - Interns

@MSUNews

- Brand
  - News - Content Bucket
    - Affinity & Esteem
    - Media Hit
  - News - Target Audiences
    - Alumni
    - MI Public
  - Shared Page URL
- Mandatory Fields
  - Tier 1
    - U Comms
  - Tier 2
    - U Comms - MSU News
  - Post Type
    - Text
Custom Fields: Benefits

1. Reduces Bias when making observations
   - **Confirmation Bias**: “tendency to seek out information to confirm beliefs you already hold”
   - **Availability Bias**: “A distortion that arises from the use of information which is most readily available, rather than which is necessarily most representative
   - **Recency Bias**: “The tendency to place too much emphasis on experiences that are freshest in your memory— even if they are not the most relevant or reliable

2. Switches from anecdotal observations to data-driven insights, backed by statistical strength

---

**Example**

**I’ve noticed** stories including rankings typically perform better than other research-related content

**Vs.**

- Ranking stories receive 2.3x more engagements than the average research story
- Ranking stories are the highest engaging type of research on Twitter and Facebook
Custom Fields: Examples of Measuring

Approach 1: Comparing options to each other

Average Engagement by Content Type

Takeaway:
Highest performer = Consider posting more of this content type
Custom Fields: Examples of Measuring

Approach 2: Optimizing *within* custom field options

How can we improve the performance of our lowest content type?

<table>
<thead>
<tr>
<th>Content Type 1</th>
<th>Content Type 2</th>
<th>Content Type 3</th>
<th>Content Type 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Graph](77x308 to 347x401)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Content Type 1**

What posts are receiving the most engagements among this group?
- Are there any patterns or commonalities among these?
- Are there any findings we can leverage?

**Content Type 4**

Highest engaging posts
**Content Type**

What posts are driving engagement down among this group?
- Are there any patterns or commonalities among these?
- Is there anything we can do differently?

**Content Type 3**

Lowest engaging posts
Layering Custom Fields

*How do these categories interact with one another?*

**Example Question:** *Within* each content type, what is the most effective post type?

<table>
<thead>
<tr>
<th></th>
<th>Content Type 1</th>
<th>Content Type 2</th>
<th>Content Type 3</th>
<th>Content Type 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Photos</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Videos</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>Most Effective:</strong> Videos</td>
</tr>
<tr>
<td><strong>Graphics</strong></td>
<td></td>
<td></td>
<td><strong>Least Effective:</strong> Graphics</td>
<td></td>
</tr>
<tr>
<td><strong>Text</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Within content type 4:
- **Most Effective:** Videos
- **Least Effective:** Graphics
Social Media Reporting
Baseline Definition: The average amount for a given metric or KPI and can be helpful when assessing whether something performed above or below the average of other efforts.

Purpose: Quickly understand how a piece (or pieces) of content are performing, compared to ‘typical’ performance.
### Weekly Reporting: Wrap-Ups

#### Institutional Network-Wide Baselines

<table>
<thead>
<tr>
<th>Post Baselines</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 1, 2021 - May 31, 2022</td>
<td>Social Network: Fac...</td>
</tr>
<tr>
<td>Campaign: Proactive Cont...</td>
<td>Post Type</td>
</tr>
</tbody>
</table>

#### Total Posts: 100

| Upper Baseline (Average \* 0.5 St Dev) | 3,705 | 135,746 | 12,847 |
| Baseline (Average) | 2,536 | 96,077 | 4,313 |
| Lower Baseline (Average - 0.5 St Dev) | 1,366 | 56,408 | -4,221 |

For accurate Video Views baselines, filter 'Post Type' to 'Video'.

Note: Baseline data is updated manually at the beginning of each month.
## Daily Reporting: Baselines

### Message Scorecard

<table>
<thead>
<tr>
<th>Published Date</th>
<th>Outbound Post</th>
<th>Total Engagements</th>
<th>Estimated Clicks</th>
<th>Post Reach</th>
<th>LinkedIn Post Likes</th>
<th>LinkedIn Post Comments</th>
<th>LinkedIn Post Shares</th>
<th>LinkedIn Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 21, 2022 10:49 AM</td>
<td>Michigan State University - Summer in IL</td>
<td>20.7K</td>
<td>0</td>
<td>707.5K</td>
<td>19.7K</td>
<td>425</td>
<td>550</td>
<td>15.8K</td>
</tr>
<tr>
<td>Jun 17, 2022 09:00 AM</td>
<td>Michigan State University - Happy National Mascot Day to the best in the...</td>
<td>3.3K</td>
<td>0</td>
<td>107.4K</td>
<td>3.1K</td>
<td>81</td>
<td>102</td>
<td>0</td>
</tr>
<tr>
<td>Jun 13, 2022 09:42 AM</td>
<td>Michigan State University - Proud of this: Noalgreen</td>
<td>3.1K</td>
<td>0</td>
<td>92.5K</td>
<td>2.9K</td>
<td>80</td>
<td>136</td>
<td>0</td>
</tr>
<tr>
<td>Jul 1, 2022 12:21 PM</td>
<td>Michigan State University - Simply MSU</td>
<td>2.6K</td>
<td>0</td>
<td>78.5K</td>
<td>2.5K</td>
<td>25</td>
<td>36</td>
<td>0</td>
</tr>
<tr>
<td>Jun 9, 2022 09:00 AM</td>
<td>Michigan State University - 1945 On this day in 1945, the original...</td>
<td>2.3K</td>
<td>0</td>
<td>88.7K</td>
<td>2.1K</td>
<td>62</td>
<td>53</td>
<td>0</td>
</tr>
<tr>
<td>Jun 22, 2022 09:00 AM</td>
<td>Michigan State University - On this day in 1929, Beaumont Tower was...</td>
<td>1.7K</td>
<td>0</td>
<td>64K</td>
<td>1.7K</td>
<td>21</td>
<td>35</td>
<td>0</td>
</tr>
<tr>
<td>Jun 23, 2022 09:20 AM</td>
<td>Michigan State University - More than 50,000 viewers from 23 countries...</td>
<td>9.4K</td>
<td>0</td>
<td>43.8K</td>
<td>888</td>
<td>22</td>
<td>34</td>
<td>11.9K</td>
</tr>
</tbody>
</table>
Weekly Reporting: Wrap-Ups

JUNE 19–25

FACEBOOK

Total engagements: 4.2K
Reach: 104.9K
Above baseline (2.5K)

This gallery performed above baseline on Facebook, Instagram and LinkedIn. However, it is performed below baseline on Twitter.
Longer Cadence Reporting: Monthly, Quarterly, or Yearly

**Reporting longer time windows:**
Monthly, Quarterly, or Yearly

**Focus of reports:**
- **Trending**, movements in overall channel performance
- Monitoring of **channel health**
- Understanding if **goals** or **objectives** have been met
- Performance for **categories of posts** (custom fields, content types)
- Success of **campaigns**
- Highlights of **top performers** and **bottom performers**

**Benefits:**
- Zoomed out view of performance change
- **Larger sample** size of data when drawing comparisons
- Ability & bandwidth to take deeper dives, identify patterns, learnings, & insights to shift strategy
• This Example monitors the trending of ‘Average Engagements Per Post’, broken out by Month

• **What this tells us:**
  • Where channel health lies compared to previous performance
This Example measures engagement performance of ‘Content Types’ in the past month, as well as their posting frequency.

What this tells us:
- What types of content are driving this month’s performance
- Are any content types performing well? Underperforming?
- Do we need to shift our publishing mix?
This Example zooms into each content type and lists the top and bottom engaging posts.

What this tells us:
- What specifically is driving performance within each group?
- Are there any common patterns between high performers? Low performers?
This Example measures the average performance of campaigns that occurred during the month.

**What this tells us:**
- How has the performance of this campaign compared to other campaigns? The rest of our content?
### Social Reporting Best Practices

<table>
<thead>
<tr>
<th>Measure networks separately, opposed to combining</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measuring Averages of groups of posts, opposed to Totals</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>When necessary, include either screenshots of post or hyperlinks</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Total Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Posts</td>
</tr>
</tbody>
</table>

- **+35% from last week**
- **3.5X higher than baseline**

- Making comparisons to adequate sample sizes
What do I do with this info?
Content Strategy

Resurfacing content

You're a Spartan, and #SpartansWill.

Spartan (noun) \ˈspär-tən\ :
an individual who exhibits un
common will to make a better world

Sally Nogle was the first woman to become an athletic trainer for a Big Ten football team when she came to MSU in 1983. go.msu.edu/k6p #GoGreen

First woman to become an athletic trainer for a Big Ten football team.
MSU researchers are helping restore the population of Michigan's lake sturgeon, the oldest living fish species in the Great Lakes. #SpartansWill
Content Strategy

Content production

#1 IN THE NATION

NUCLEAR PHYSICS
SECONDARY EDUCATION
ELEMENTARY EDUCATION
CURRICULUM AND INSTRUCTION
SUPPLY CHAIN MANAGEMENT

---

MSU News @MSUnews · Jun 13
Spartans go global. 🌍

NO. 1 IN THE NATION FOR STUDY ABROAD
Content Strategy

Trend participation
Content Strategy

Posting frequency, including pauses
Tools & Resources Available
Purpose of dashboard: Quickly evaluate performance of individual social media posts, by comparing these to 12-month rolling average of metrics (Baselines)

- Available to all Sprinklr users
- Can clone the dashboard and configure to your unit
To find this dashboard, select:

- Modern Engagement > (Section: Analyze) Reporting
- Folder: **Templated Dashboards - Clone to Use**
- Dashboard: **Social Baselines Template Report**
Baseline Dashboard Template: Cloning

To clone the dashboard:

- Select **three horizontal dots** (Top-right of page)
- Select “Clone”
- Change the name, and uncheck “Clone dashboard share configuration”
- Find your dashboard by **searching for the title** in the home menu, or going to: Analytics > Reporting > Down Arrow in Top-Left > My Dashboards
Using the tool:
- Filter Account Group to your unit
- Review baselines for each network by changing the section in the dashboard
Compare Recent Posts or Top Engaging Posts to your Baselines

*Full documentation for this dashboard can be found [here](here).*
Free Tools Available

Data Storing & Management

- Microsoft Excel*
- Google Sheets

Data Visualization

- Google Slides
- Microsoft PowerPoint*
- Google Data Studio

*Microsoft Suite free with MSUID through Office 365
Questions?