While you wait for...

Measuring the Soft Stuff

Social Metrics Bingo

<table>
<thead>
<tr>
<th>My library offers XBizio activities</th>
<th>My library has a written social media plan</th>
<th>My library has a social media plan that includes all of the library's social media platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>My library posts on social media</td>
<td></td>
<td>My library's post frequency is at least twice a week.</td>
</tr>
<tr>
<td>My library uses social media to promote community events</td>
<td>My library shares patron stories on social media</td>
<td>My library's social media activity is monitored and evaluated regularly</td>
</tr>
<tr>
<td>I understand the communications tools used by the library</td>
<td></td>
<td>My library is active on at least two social media platforms</td>
</tr>
</tbody>
</table>
Measuring the Soft Stuff

marketing  web  social media

Cynthia Hart  |  Virginia Beach Public Library
Computers in Libraries
3 out of 4 Americans...
“Word of mouth is the number one influence on the decision to buy a car…Social media democratizes providing word of mouth to a much broader audience.”

~ Fritz Henderson, CEO General Motors
Traditional online tools and social networks lead the way, but Americans use a mix of new media sites and tools to interact with companies or brands:

- Websites: 63%
- Email: 62%
- Social Networks: 38%
- Mobile Devices: 18%
- Message Boards: 16%
- Online Games: 15%
- Blogs: 13%
- Photo-, Audio- or Video-Sharing Sites: 11%
- Microblogs: 3%
Strategy Linkage

Virginia Beach Public Library
Strategic Plan
2010 - 2012

web
marketing
social media
Working It

Social Media Landscape

Virginia Beach Public Library
Social Media Policy
[previously: Social Network Sites Policy, rev. 2010]

Purpose

The Virginia Beach Public Library use of social media aligns with the library’s mission by:

- Expanding and developing relationships with the community
- Promoting and delivering appropriate programs
- Promoting and delivering teaching moments on safety or information literacy skills
- Collecting input and feedback about what is expected from our customers
- Eliminating geographical barriers to services
- Encouraging innovation and collaboration
- Providing collaborative knowledge

Social media tools are all about conversations, collaborating on knowledge shared interests. These services provide:

Web 2.0
New Communication and Collaboration Methods
For the City of Virginia Beach
The Library’s Brand
The Big Read

Share the Love of a good book. Make a date with the library!
Talking Books

It’s changed my life. I no longer have to rely on others.
Tell Your Story

Meet the Librarian

Librarians are interesting people
Wireless @ your Library
Be Part of the Conversation

Informed Citizens

Lifelong Learning

Connect to the Online World

Early Literacy
Deliver Services
Measure Soft Stuff/Smart ROI

- Est. Goals
  - Listen
  - Reach Audience
  - ID Influence
  - Recognized Sentiment
  - Trigger Action
  - Get Results
  - Repeat

常委会
Identify Goals

- Build Awareness
- Increase Customer Satisfaction
- Lower Cost
“The marketplace is a conversation.”
~The Cluetrain Manifesto
Reach Your Audience

“Send out a message online and some unknown number of people will have the opportunity to see it — if they have already subscribed, befriended or followed you or know somebody who did.”

~ Jim Sterne, eMarketing Expert
ID Influence

• Key Influencers
• Social Influencers
• Known Peer Influencers

~ Razorfish 2009 Social Influence Marketing Report
http://fluent.razorfish.com/publication/?m=6540&l=1
## Recognize Sentiment

<table>
<thead>
<tr>
<th>Thumbs Up</th>
<th>Thumbs Down</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woo</td>
<td>irritation</td>
</tr>
<tr>
<td>Damn good</td>
<td>Not so much</td>
</tr>
<tr>
<td>Frickin rules</td>
<td>Sucks</td>
</tr>
<tr>
<td>Prop</td>
<td>Wrong</td>
</tr>
<tr>
<td>Yay</td>
<td>Duh</td>
</tr>
<tr>
<td>Epic fail</td>
<td>hate us</td>
</tr>
<tr>
<td>Live saver</td>
<td></td>
</tr>
</tbody>
</table>
Trigger Actions/ Engagement Hierarchy

- Recommended
- Interacted
- Commented
- Repeated
- Rated
- Read/Saw
What’s a Metric?

A means of deriving a quantitative measurement for an otherwise qualitative phenomena.

~Wiktionary
Key Indicator
Metric
Context
Measurement
What Do You Measure?

buzz  sentiment  engagement  reputation  differentiation  interaction  risk reduction  branding  perception  shifting  exposure  customer satisfaction  trust  social impressions  viral  fans  ratings  uploads  comments  likes  views  influence  reach
Goal- Increase Customer Satisfaction

How? Idea = Engage customers

<table>
<thead>
<tr>
<th>Success Metrics</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of good suggestions</td>
<td>Number of good suggestions collected per amount of time</td>
</tr>
<tr>
<td>Amount of good suggestions implemented</td>
<td>Number of good suggestions implemented</td>
</tr>
</tbody>
</table>
Goal- Build Loyalty & Trust

How? Idea = Be nice to customers.

<table>
<thead>
<tr>
<th>Success Metrics</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of conversations started about us</td>
<td>Number of positive conversations about us</td>
</tr>
</tbody>
</table>
### Social Channel Profile

#### Demographics

<table>
<thead>
<tr>
<th>Gender and Age</th>
<th>July</th>
<th>August</th>
<th>Sept</th>
<th>Oct</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female 76%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>22%</td>
<td>22%</td>
<td>13%</td>
<td>8.5%</td>
<td></td>
</tr>
<tr>
<td>Male 21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4.4%</td>
<td>5.6%</td>
<td>4.6%</td>
<td>3.2%</td>
<td></td>
</tr>
</tbody>
</table>

#### Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>July</th>
<th>August</th>
<th>Sept</th>
<th>Oct</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit/Fan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How to Make it Work for you…

- Establish goals based on your strategies
- Listen before you engage
- Remove Metric Confusion
- Worse Case fall back & measure something on Cindy’s list.
<table>
<thead>
<tr>
<th>Cindy’s List</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Comments</td>
</tr>
<tr>
<td>• Downloads / Uploads</td>
</tr>
<tr>
<td>• Click Thrus</td>
</tr>
<tr>
<td>• Install widgets</td>
</tr>
<tr>
<td>• Feedback</td>
</tr>
<tr>
<td>• Reviews</td>
</tr>
<tr>
<td>• Testimonials</td>
</tr>
<tr>
<td>• Time spent onpages</td>
</tr>
<tr>
<td>• Ratings</td>
</tr>
</tbody>
</table>

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Fans</td>
</tr>
<tr>
<td>• Followers</td>
</tr>
<tr>
<td>• Subscribers</td>
</tr>
<tr>
<td>• No. of Unscribes</td>
</tr>
<tr>
<td>• Retweets</td>
</tr>
<tr>
<td>• Referrals</td>
</tr>
<tr>
<td>• Forward to Friend</td>
</tr>
</tbody>
</table>
Tools

Bit.ly
Delver
Facebook Insights
Google Alerts
Google Analytics
Nielsen’s Buzzmetrics
PostRank Analytics
Social Mentions
Social Networking Media ROI Calculator
Twitalyzer
Twittergrader
Twitter Sentiment
Webfollow

Helpful Readings

Social Media Ad Metrics Definitions by iab
Cone New Media Studies
MediaPost Publication — Online Spin
SearchCap by Search Engine Land
The Whuffie Factor by Tara Hunt
Marketing to the Social Web by Larry Weber
Thank You!

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