Measuring Engagement

Presented by:

Cordelia Anderson, APR
Charlotte Mecklenburg Library

#internetlibrarian  #cmlibrary
The eternal questions

• How do you know if your communications are effective at raising awareness about your organization?

• How can you tell if library users are engaged with your messages?
This session will cover

• Five communications objectives
• Measurement tools at your disposal
• Communications plan dashboard
• Strategies for boosting effectiveness
FIVE COMMUNICATIONS OBJECTIVES
Plan Structure

- Goal
  - Measurable Objective
    - Strategies
      - Tactics
      - Tactics
      - Tactics
    - Strategies
      - Tactics
      - Tactics
      - Tactics
  - Measurable Objective
    - Strategies
      - Tactics
      - Tactics
      - Tactics
    - Strategies
      - Tactics
      - Tactics
      - Tactics
Measurable Objectives

• MOST important part of plan
• Tell you if you’re reaching your goal
Objectives for Libraries

1. Market what you do
2. Communicate value and impact of what you do
3. Advocate for public and/or private funding – may be split into 2
4. Provide good customer service

#internetlibrarian  #cmlibrary
How to Build an Objective

To [what you want to do] by [time frame], as measured by [measurement].

**Examples:**

- To increase awareness of Library programs by the end of the year, as measured by a 15% increase in program attendance.

- To increase engagement with Library key messages within two years, as measured by a 5% increase in e-newsletter open rate.
MEASUREMENT TOOLS AT YOUR DISPOSAL

#internetlibrarian #cmlibrary
Measuring Success

1. Determine your objectives
2. For each objective, find a way to measure
Types of Measurement

From *Effective Public Relations*, Cutlip Center & Broom

#internetlibrarian #cmlibrary
Preparation & Implementation

• Activities? (on target)
• How many? (outputs)
Engagement & Impact

• Who did what? (opened, clicked, shared, wrote a story, read a story)
• Did attitudes change? (surveys, public opinion, etc.)
• Did behavior change? (program attendance, voting, advocating, etc.)
Measurement audit

• Start with obvious
  – Web
  – Social
  – Email

• Look beyond ...
  – Surveys
  – State data
Measurement alignment

What measures tell you if you’re reaching your objectives?

• Example: marketing, value & impact
  – E-news opens and clicks
  – Social media engagement
  – Media coverage
How to track and present

• Choose longitudinal data
• Reporting schedule: monthly, quarterly?
• Align with objectives
Social media

Facebook Weekly Total Reach

fy13  fy12

#internetlibrarian  #cmlibrary
E-newsletter

Comparison of Monthly Enews Opens and Clicks

FY12 Clicks  FY13 Clicks  FY12 Opens  FY13 Opens
#internetlibrarian  #cmlibrary
Media coverage

Period-over-Period News by Date Chart

Generated by Vocus, third-party monitoring service

#internetlibrarian  #cmlibrary
Customer satisfaction survey

- Survemoneky
- Link in email signature year-round
- Part of County’s balanced scorecard
STRATEGIES FOR BOOSTING EFFECTIVENESS

#internetlibrarian  #cmlibrary
Now that you’re tracking ...

• Experiment with strategies to boost engagement

Examples:
• Purge e-news list of inactive subscribers
• Try different types of content on social, not just promotion
• Look at what content audiences are responding to
Questions?

Contact:
Cordelia Anderson, APR
canderson@cmlibrary.org

Resource Page:
http://ow.ly/q9ill

#internetlibrarian #cmlibrary