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Event Started: 12/7/2011 7:00:00 PM

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>> Gadi Ben-Yehuda when a webinar, back to basics, the essentials of Facebook and twitter which had good reviews. From that, we had several of you that wanted more. Especially in the area of social media Metrix. So, we brought him back for you to present the basic of social media Metrix. So we hope you enjoy our webinar this afternoon.
>> Hello, so I just want to begin by thanking Sandra and her entire team for inviting me back. I really, let me say to start that I really did find it very useful to go through the evaluation's. So, at the end of this webinar, when we they reach out to you and ask how you like it, and if you have any requests for what to do next, and the sender and her team appreciate those feedback ideas. But we'll talk about is social media Metrix, and if any of you like a daft punk you are going to see quite a bit of that to the end.
>> Here is our agenda. If yours -- if recession screamed and all you see is this slight, this is what we are going to be talking about for the duration of the webinar, and I'm going to try to leave a bit of time at the end if anyone has questions. This is who I am and this is where I work. You can go to our website, business of government.org and you will be able to see all of these wonderful pieces of content there. So, this whole presentation kind of started when people started asking me about their caucus goers -- Klout scores. Is a big indicator of influence. So I spent some time talking to them, and I really like how they define influence, which is your ability to drive action. I think that is something that many agencies can relate to, the idea that social media should be a part of their operation and not just a part of their communication. Through social media, we can get people to engage, at the very least, on a policy and informational level, and maybe even to do some off-line activities depending on the mission of your agency. That said, the club score is really good for your annual review -- klout score. But it has things that it thinks are important, and they may or may not align with the mission of your agency. So, don't try to tailor your activity to increase your score. Rather, if you are successful in social media, your score will probably go up. Maybe not as much as you would like, but certainly if you are successful in social media, your Klout Score will go up. The actual story that you see on the slide is a 50.30. That goes from 1 to 100, and it is algorithmic. So, 100 is like a perfect score, 100 is a President. Obama and lady gaga and just to be there. When I talk to them, those are pretty much the only people who had scores of 100. The average Klout Score is 20. So you can kind of take that for what it's worth. The true reach is actually a number of people, so that is not on any kind of scale, then amplification and network are on that zero to on that 0 to 100 scale.
>> Here is our first polling question. The poll is open, these go ahead and select an answer, and we will gather them up and show you the results in just a moment.
>> While you're doing this, I put this polling question up at the very beginning so we can kind of get an idea of how many people in how many different agencies are already trying to take the Social media metrics, and have a sense of what's important, and are starting to run reports based on those.
>> Can you read everybody the results?
>> Coming in at 55% was some numbers matter but not sure which ones matter most, renting in at second place with 22%, that they still need to determine that numbers matter, or 2%, what Metrix matters and how to find and or report them, and at 10%, what Metrix matter but not how to find or report them.
>> That is very interesting to see, and I hope that by the end of this presentation, you will have a good place to start. Here are the important metrics that we have perceived and spoken about with people, and these are in increasing importance. So least important first going into what I think is the most important. The first thing as followers and friends. They break into two things, the first is the raw number, how many do you have? You have to have a certain number in order to achieve scales a fax. Then more important, is the relevance for influential followers that you have. This includes both individuals and audiences. With the cup, and we start to get into this passive -- receiving the information that was out, people doing things. That

would be retreats and dimensions, and discussion and engagements on Facebook. More important, our shared links, people who are encouraging their friends to go to the links that you have put out. Then you can go to site traffic, how many more people are coming to your website based on your social media activity. Then comments on blogs, once you have them go into your website, are they engaging in the content with your website? Than a metric that is difficult to ascertain, but I think it is very important as we increase the use of social media within agencies, which is where information flow which you may know by its street name, listening to. So, now we are going to look first at followers and friends. The good thing about followers and friends is that they are easy to count, right there on your page, it will tell you exactly how many followers and friends you have. But what it does not tell you about, is the actual engagement. For that, there are a couple of tools you can use. One of them is called the police key, and that is tweetskey. The other one I wanted to look at is social grow. We will go over to a browser window so I can show you social grow very quickly.
>> This is the interface for social grow. One of the things I will tell you is where people are treating from. This is my twitter followers, and you can see that I have quite a few all over the US. I actually don't have very many followers. If we assume out, you can also see that I do have some over here in Europe, and I have at least a couple down here in Australia. Even this which is quite a nice little interface, can be somewhat misleading. If you will see America right here is located in Kansas, and over here in Texas, that is just subsequently from -- where people say they are from Earth, that is where SocialBro put some. What -- it's been. What I am noticing about this, it has two charts. The first one you will see is users by time since last week, and the bottom is user by tweaks per day. This gives you some kind of insight into how active a are the people who are following you? You will see the bottom one, time since last week, are people who have not read it in the last year. -- David. Even though I have a following of about 800, 100 of those I can kind of discount and I can feel pretty good about 400 of those. Maybe they have not necessarily treated me, but I know that they are active on this medium. I think that is an important trick, if not the post -- if not the most important metric, or way to understand how engaged people are in the medium and how much more likely they are to receiving your information through that medium.
>> So, once you know that they are active on Facebook, the next question is, are they mentioning you? So retreats and mentions are the next important metric that you can look at. A re-tweaked is less of an endorsement, -- retweet -- it is different to contextualize one when you are retrieving someone. They also have to put your name on there, so they are even more limited in what they are able to say, which is why when I put retweet and mentions other less active form of engagement as Facebook share. You can see this is a Marine Corps Facebook posts, and it has 59 shares. When you share something, you have on Facebook, they give you 420 characters. I think they have up to that since Google plus came in and you can have however many thousands of characters as you want to. -- As you want to. This is why I have the twitter screen -- a screenshot there, you can see mentioned in retreats right there, and to the right of that, I use the deck which I recommend as I said in my previous webinar, and a column for mentions so I can see what my content -- what of my content is being shared, and who can -- who is sharing it. So moving up the engagement letter, the next one I recommend people look at is discussion on Facebook. The important thing to understand about this discussion as it should be with the Marine Corp. just a moment ago, some conversations you put up there will generate a lot of discussion. But not every is going to be on target. So here, you do need to read them. Case in point, the Department of Justice Post with a person says thanks and the next person says Internet poker, and it kind of degrades from their. At least in these initial posts. This also brings up a very important topic, which is having a comments policy. I really recommend that every -- develop a policy for comments and that they post it very prominently on their website and that they follow it very strictly. Of course, you should feel free to delete anything that is obscene or abusive or hate speech, but some posts are simply not germane to what it is you're trying to talk about. You can have a policy that says that you will delete comments that have nothing to do with the post that they are appended to. Obviously everyone -- with their own internal guidelines.
>> We are ready for our next polling question and it actually is about the policy statement about how employees and citizens can use social media.

>> That pull is active, go ahead and vote for one of three options and we will collect and share with you in just a moment.

>> Jeannette, can you share the results please?

>> At 40% we have how employees and citizens can use social media, at 34%, employs the use of social media but not citizens, and at 26%, developing policy on employees and or citizens using social media.

>> That is really great to hear. I would like to see people having more publicized statement, but I think the fact that 40% is a great sign.

>> So, the next important metric that you want to look at his site traffic. My particular organization uses Google analytics, but there aren't any numerous kinds of analytics packages, and each of them should be able to tell you where the traffic is coming from. At the bottom in the middle, my website never to refer, at least for -- and or member -- our number to refer with their. We were getting a lot of people from twitter and number four was Facebook. We dug into it a little more, you saw that it was actually very different kind of material that people were coming to. From twitter, we are getting a lot more traffic going to our blog posts, and from Facebook, we were getting more traffic was going to hours longer form publications that we are able to share and write more about on pace to. This is exercised that the to be done, they be not every day that maybe once a month people are asking themselves, is our average through twitter, Facebook, or Flickr even? Are you trying to get people to come in and see your audio or visual content or your YouTube content? People coming to the website and understanding that that needs to be a goal -- as much as actual content, then that is maybe not as important. If you are trying to drive traffic, check to see if you're actually driving traffic to. When people are coming to your site, you know that they are at least looking at the content, but the next level of engagement is, are people giving good, relevant comments as a response to the content that is on your site? I took these from the Smithsonian magazine. There is an article they had abridges in Vermont, and unlike the Department of Justice posting that we saw a little while ago on their Facebook page, all six of these comments are very much relevant to the post that they were linked to. As you can see here -- auditory. I don't know how many people can find something to complain about about bridges in Vermont, but none of these people did. It really shows that people are reading the magazine and engaging with the content.

>> This is going to be our final poll, and it is about inward information flow.

>> That poll is open, go ahead and select the best choice and we will be sharing the results in just a moment.

>> The results are up.

>> At a whopping 52%, we had either Facebook or twitter, coming in second we have with 23%, Facebook not twitter, 16% put her but not Facebook, and 9% of Facebook and twitter feeds I would not find useful.

>> Okay, I am very but to hear that -- that 9% that said they don't find either Facebook or twitter very useful, I'm hoping that we can help you find better people to follow, and I have found certainly within the last year, and maybe even for longer than that, that were especially has not become -- has become an invaluable real-time news ticker for me. Especially when you use a filtering application so you can trace your call and apply these filters to boost your signals noise ratio. I really think it is pretty fantastic.

>> I want to talk about -- I am sure that everyone of you has a rate like one of these that I have on the slight, it is -- it is at home for when you do your day trading. One of the things that I find very useful that twitter rolled out very recently, that has been incorporated very nicely into the ducts. -- Into the tape deck, is the ability to favorite eight-week. What the I and other people have been doing, when you see a tweaked that has a link in it that you think you will find important, pay for it and it is very easy to do -- figure it -- a favorite at. Click on the avatar for the person's name, and you will see that tweaked in the user menu come up, and you mouse over it, and rolled onto favorite and click that. If you are on twitter, I think there is a little button on the site, if you -- if you're using it on mobile, you can press and hold and you will get a little menu that will pop up and you can favorite that Tweet on your mobile as well. What that does is both on twitter and on whatever applications you use, you can see all the ones that he favored it. I try to go back and look at them and say oh, I found this number of stories that came in that I found through twitter. I think this is important because as information workers, I think a lot of us and of finding a site or an article that

we read or a new person to follow, and where we got that information, how we came to it, that particular piece of information is kind of lost to a. When we don't recognize that this information is available to us through social media, I think it is difficult to appreciate how important -- House of -- how important social media are for us to function as productively as we do.
>> Here is where Daft punk is going to come into play. I wish I could bring in audio, so I can't actually play it, but if any of you are familiar with harder, better, faster, stronger, that is the same -- that is the theme of the next few slides. It is for measuring how many friends you have. Once you figure out who are the relevant Oliver -- followers and friends that I should be trying to share the content with, how do you increase the number? One of the things you do this is by including all of your social media information and all of your Digital Communications. Your e-mail, presentations, you can see I have my twitter handle at the bottom of the site, so you can Tweet be with your agreements or whatever have you. You should include all of your social media information. You can also put your information in your traditional media, like business cards or speech is. Any templates or or brochures or anything you put a. You should mention 232 people who are relevant to your conversation. If you are writing a blog, link to other people's blogs. I think one of the people who does one of the best jobs at this, is that Alex who writes for O'Reilly media had a really great summation in which he pulled in and reproduced in a blog post, he had tweaked -- Tweet, documents, blogs, and really pulled together all of the information that was available on this topic into a single block. I think it was a really fantastic job. Then reach out to through other media, like the phone. If there is a particularly influential person, that you know has a twitter feed and you want to let them know that you have a twitter feed or that you have a blog post and you have written about them or written about a topic that is important to them and you think would be important to their audience, if you work down the office from them, bring them some coffee or somewhere or something. Ultimately, the best way to increase your friends and followers is to Tweet and those on Facebook to do it harder, better, faster, stronger. Be consistent, that would be that both faster and stronger. I am not saying that you should have a little calendar apartment for yourself every hour you have to Tweet, but if you are doing it once a day, try to do it once a. If you are going to do a few times a day, try doing that rather than doing seven times one day and then not again for a few days. I faster I mean also with Facebook as well, try being real-time. If someone in your agency is giving a speech, do it during the speech. When they hit their lines, feel free to Tweet that out. I also me, one of the things that I think are high-value are things with links. 140 characters is not a very large envelope to fill with content. Especially a lot of the content that government agencies have to put out a. When you put a link in there, you're giving yourself a matrix like a backdoor to take a lot more content into the envelope.
>> Once you are doing it, how do you increase your country and your mentions? Engage in conversation by retweeting and mentioning other's. Is good etiquette to do it anyway. Another thing you can do, ask. Saying please only tweaked, you are asking people to train for you. There is no harm in asking. -- You are asking them to transfer you. One of the ways a lot of people do this is through follow Friday's where the hash tag, at the end of the week, say thank you to those who are retweeting us, and list people. That is one way to recognize that. Some people try to encourage them through contests, prizes, and giveaways. It really is a tactic that some people try. I know a lot of agencies are really not trying to get out there and essentially pay for by these things, but if you're having were doing a conference or something like that and you have little -- but you can give away, this could be something kind of fun to do, and certainly it is an arrow that you should not necessarily ignored. -- Ignored. And of course the best way to get people to enter your content, is to have great content. Tweet like Daft punk.
>> Next thing you can do to boost shared links, probably the most important is contextualize the link accurately. It is a lot easier for people to hit the country button, if they are most likely to do that when you say what the link is going to. Make it easy for them. You have 140 characters. The US aid -- the USA.gov URL shorter will help to keep your links short, and to write about what people are going to find when they click on the link. Ask others to share the link. That is absolutely acceptable. The other thing that you can do is, a lot of your content may be evergreen, and others of your content made not be evergreen but -- but find it

being very timely again. Do not be afraid to contextualize your content. As I may
have said before, Tweet high-value links .
>> Moving on, encouraging Facebook discussions and shares, one of the things I read
recently is that when a post has an image, it is more likely to be shared and to
spur discussions to for that reason, when you have a blog post or when you're
linking to a page on your site, make sure that there is a thumbnail suitable image
that will appear on your Facebook post-. A lot of people also write very brief and
comprehensive opening sentences. It does not have to be 140 characters, but it
should be very short because as you have all seen, when you share those links, able
to be that opening sentence that you have. If you can keep that short so people know
what they're getting into, they are more likely to share it.
>> Gives each post briefing room. If you post five articles to Facebook in an hour,
no single one of those or maybe only the last one is really going to get a lot of
attention from the people who are following you. Try to space those out throughout
the day. Finally, and this is something that you will need to be able to back up on
your own comments policy is moderate the comments and participate in the thread as
appropriate. If someone is being abusive or derogatory or off topic, then delete
their comments. It discourages people from commenting if there is one person who is
misbehaving. And if you have time in accordance with her on policy, participate in
the comments as they a clue. Next is enhancing your site traffic. -- As they accrue
-- set your benchmarks. If possible, I know a lot of you have already started
sharing your contents with social media, but if you're just starting out, see what
your site numbers are like before you engage in social media. Say hey, we are doing
X. number better than we used to. And then, see what stories works best on which he.
As I said before, we found more people were coming to our blog posts through twitter
than Facebook, and four people were coming to our longer content through Facebook
rather than better. This is where we are going to be sending our energy. Next thing
is, post timely, high-value content. People are more likely to come to your site if
there is a reason to do it. This is especially important, to engage your audience.
If you have a blog post and you get 100 comments on it, but are clustered around a
particular topic, you should really see and call out commenters, even if they had
maybe less than a lot of -- things to say. Show that you're listening and
responding, and that is how you build an audience. Then finally, the audience
expectations. I said this before in a different context, but if you have a blog or a
website that you update once a week, then don't miss a week. If you are doing it two
or three times a week, that is fine to. Set your expectations, and then meet them.
>> Blogging encourages comments. So, you need to develop and publicly post it very
clear comments policy so that people know how to behave. It is so important to put
the audience first. Whenever you sit down to write a blog post, think about who is
it that is going to be reading this? What do they want to read? How much time do
they have? Will be a long post or a short post? What is their level of
understanding, so that you're writing about their heads, and not talking down to
them. Think very clearly about who your audience is and write to them. You can also
leave posts open-ended, inviting people to comment. I personally like posts that are
written in the first-person and that kind of a looser feel to them because it feels
like there is that room for conversation. It is not quite so buttoned up when you
feel like you can't get into it. And publicize your blog on social media asking for
comment when you're done with your blog, put something on her and the link to it on
Facebook. For us, that goes back to understanding which mediate works best for which
content, so we do that for twitter. But we will still put things up on Facebook as
well.
>> Taking a break from Daft punk for a moment, we are going to this and where
information flow. Here's an image I really like, I don't quite remember what -- this
is from, but to me this dashboard represents me too much information. In terms of
actually driving the car. So apply filters. This is where for me, tweet deck is an
invaluable source. Here is a little screenshot of my favorite column in each one.
You can apply filters, you can favorite items, monitor your own information flow.
Kind of figure out how much good information in my actually getting from these media
on which I spent so much time? The other thing is knowing your internal audience, as
people who work in social media, we are liaisons not only in the direction of our
agency to everybody on twitter and everybody on Facebook or in our online
communities, but we are liaisons in the opposite direction as well. You may find
that inner organizations some of the senior people are not on twitter. Yet there is

information that they would find very important and useful to know that they are
finding -- that you were fighting for twitter. If you say hey I just found this
article or found this new site or tool, there is no harm in saying, I found this
through twitter. I found it through Facebook. That way the people who are
responsible for these programs can see that the social media are an important aspect
to your office operations. This kind of brings us the really big question which is
what is the endgame? What are we trying to achieve? The most distinct answer is a
more valuable social media practice that increases citizen -- and trust. As I said,
I will make this a slide deck available to everyone, and you can see at the bottom,
I have a quote from the pew Internet research groups that says government
transparency is associated with presidents personal feeling of empowerment. Those
two things our government shared information, and are more likely to say that
average citizens can have an impact on government. In a different report, which
ensure everyone is familiar with, we're finding that more and more people are
actually finding government content through social media. As I said, it is really a
very important arrow in your quiver.
>> I am now going to take questions from anyone who has been. I will try my best to
answer them. I do want to say very quickly that one of the things that I asked in
one of my prior runners, is if anyone would be interested -- my prior webinars -- in
a longer social media course. The sand -- Sander interviewed said the response was
overwhelmingly yes. I have worked with GSA and they will be offering, and I will be
leaving, a 12-week course starting at the end of January that will focus on many
different aspects of social media use in government. If you go to how to.gov, in the
next couple of weeks, they will have the curriculum and you will be able to register
for the course. I am very excited about it, and I hope that you do take a look at
it, and if you think it is right for you, I hope that you will register. With that,
I will turn the controls back over to center, so that we can begin the Q&A. --
Sandra
>> You, this was very informative, and we were getting so many kudos as you were
talking. As you were talking about the 12 week for us, we got a lot of interest for
that already. The first question we have, what was the first interface mention --
mentioned? It was during the beginning of your mess -- presentation and you were
talking about interfaces. Someone wanted to know what that was again.
>> I am going to it right now live, so if it is still showing right here. It will
take a second, okay, well the answer very is Tweepskey.
>> Some people have been told that Retweet and mentions constitute a legal
endorsement for government and is a no-no. Can you address that?
>> There are agencies that do not themselves Retweet or imagined. That is
absolutely true -- or mentioned. That does not mean that people cannot Retweet you ,
and if you do go to a site that someone has retreated, but you can't do it yourself.
That absolutely, it is true that some agencies to consider that to be an
endorsement, and this is why it is so important for every agency to have a policy
document that is very well-publicized.
>> How much time a day would you suggest an agency devoted to monitoring a social
media site?
>> That is a difficult question. One of the things that I tell anyone about social
media is that an absolute -- it can suck your life away. You can spend all day and
night and feel like you need another day and night are so, what I recommend is that
you can develop a physical report for yourself. At least you know, what are the
really important numbers? And with the minimum amount of time I need in order to
make sure that I am being as effective as I can be within the time I have? On social
media. And you build and the gathering of metrics time into all the time you're
going to spend on social media. The majority of time you want to spend actually
engaging and not measuring your engagement. I can speak for myself personally, I
probably spent -- spend about half an hour at the end of the week going back and
looking at my favorites, seeing how many times I was mentioned or retreated. Looking
at the shared links, people who are in government can use the GSA URLs shorter, so
you can get your shared links information through that. I spent about half an hour
each week seeing how do I do this with?
>> Binky. Many agencies keep hearing about how they need to engage their users, but
not sure how to engage users in conversations via twitter. You give some feedback or
suggestions about that?
>> To some extent you need to check with your policies, and if you're not allowed to

give someone a mention or if you're not allowed to retrieve someone by your policy,
obviously don't do that. But if you can and if someone shares a link, that says GSA
has nothing of value on the website, if you are allowed to mention the back than you
can say hey, what information are you looking for, let us help you find it. I am of
the mindset that every engagement, even if it starts out as an adversarial
relationship, can be turned into a positive relationship. It's kind of like if
someone complains about you, at least they are playing -- paying attention. If you
have them, try to be as polite and helpful as you can. If someone is complaining
about your policy, or if someone is saying the things you are doing is really bad,
well I find a lot of complaints, especially their frustrations, like why can't I
find this on your site or why don't you ever write about this or something like
that, if someone says why aren't you writing about this topic that I care about so
much, and you don't even know it exists, if you actually do have content about that
on your site or blog and it is not completely out of date, mentioned them and say
did you know that we have this information?
>> And include a link. If you can't mention someone directly but you do see someone
on twitter looking for information that you know does exist on your website or blog
or one of your properties, there is nothing stopping you from saying people are
trying to find information about whatever they are looking for, they should look
your.
>> That can be a way to engage in conversation, while still adhering to your policy
guidelines.
>> You have any suggestions for sites to gather social media but tricks on --
metrics on other things such as tumbler, etc.?
>> The short answer is no, that's not to say that they don't exist. I personally
don't use location-based services very much. I have used foursquare a few times, but
I would never hold myself out as an expert on those. What I can say is that I will
absolutely look into it and get back with Sandra and we can gather that information
to
>> Which you think are the most important statistics to report?
>> This goes back to the mission of the agency. I think we are really still at the
beginning of the evaluation phase. I wrote a -- about the evolution of social media
in government, and I think the evaluation stage is kind of the very last stage. It
starts with adoption, people are saying well what is a social media, then it moves
through -- which is people saying who else is doing it and how can we do the same
thing? And list of customization which is to say okay, like we have been doing with
these other people have been doing, how do we figure out how to do it specifically
for ourselves? Finally evaluation, which is when you say okay, how is this really
helping us achieve what we are trying to achieve your? A new kind of loop -- that
back into customization. -- Then it kind of looks of that back into customization.
When you start moving it into the customization process, it is important to
benchmark. You have to have something to measure. That is why I said the followers,
at the very least, that is a number. Chances are, especially if you're starting out,
that number is going to go up. Then, when you start parsing that I say okay, well we
are getting those people, you'll see in a moment by social -- is going to come up.
This is when you can start using a tool like SocialBro and saying okay, I have this
audience, what are they doing? One of the things that is very powerful is that you
can run a search up here. I can look for how many people how many -- how many people
have toward federal somewhere in their Biopure -- in their bio. 34 of my users have
toward federal somewhere in their bio and it ranges from people like Sheila Campbell
at GSA, a lot of these are federal government workers. Some of them are people who
are not federal government workers, but to cover like federal computer week, or --
to Richard Federal computer week. SRA abuse say they probably have the word that
will contractor in them. So social -- has these tools where you can start to say
okay, but who are these people who are following the? This becomes a little bit more
advanced. You can develop this more advanced report to figure out, and by reaching
the people who I am trying to reach?
>> Binky. How would you define Evergreen in regards to social media?
>> Social media are tools, their platforms. They are ways of sharing content. What I
would look at is, what is the content that you have that is Evergreen? I think if
there is a T-shirt I used to like that says that equals MC Square, it is not just a
good idea, it is the law. So there are these things that are true all the time. Like
your water heater, that is pretty good advice whether it is the dead of winter or

whether it is the summer. And you know certain other kinds of things like that. You don't want to share on Facebook the same content day after day. People are going to get tired of it and think that you are -- it is not what you want to do. That said, if it is a particularly hot day, one of the things you're trying to tell people to do is to remember to make sure that they are drinking a lot of water or to avoid algae blooms or something like that, what you have is the same content you had lost your earlier in the month. There is no harm especially with twitter, I read the half-life of a treat is about 2.5 minutes. -- The half life of a Tweet . If you recycle a treat, chances are no one is going to remember when you treated three days ago. I would not be hesitant to recycle that kind of content.
>> Binky. This next question -- I think you. This next question is about metrics in senior management. Do you have any suggestions for reporting these metrics to senior management who may not understand why something like a number of followers are important?
>> I think the important thing is explaining to them kind of how social media works. The idea, and I read a really good article recently, because I found this on twitter, it was essentially called the end of social. We have said that everything is social now. Every webpage has a like button on it and a +1, and you can share it through any one of a number of platforms. So, what is not social? That said, a lot of people don't really understand what social media is or why it is important. This goes back to the slight, let me go back to this really quickly. Here it is, government transparencies is -- personal feeling of empowerment. Those who think the government shares information well are likely to see that average citizens can have an impact on government. People are finding government content more and more through social media. As you put out new content, sharing it on social media in a way that other people, the people who are receiving it, can then share it with their communities is increasingly how people are going to find out what you're doing. In the PR business needs to talk about impressions, how many people would see your ad. So your circulation for a magazine is usually multiplied by two or 2.5 or whatever wireless, because the idea was that I would buy her magazine but I would give it to someone else. It is not just a count your magazine tends to for the number of eyeballs everyone has. So social media has an even greater force multiplier on how many people are going to be senior content. It is not true that the number of followers that you have is the number of eyeballs that you reach. As we saw, quite a few of the people who follow me, I will wait for this to catch up. Users since time of last week, 96. 96 of the people who follow me don't ever really go on twitter. They followed me and then they say -- I probably ruined it for the. They say you know what, it is twitter, I want no part of that. So, I can't really count them. But a 378 people have treated in the last 24 hours. So these are the people who are engaging in that medium. These are people who quite likely would have seen my material. I think that it is income but upon the people who are on the frontlines of social media and who will be generating these reports to help the senior leadership understand that this is how people are finding our content. As a slight sidenote, I think this is another reason why the inward information flow component of the report is really essential. You can print out and save look, in the same way that I spent X. amount of my time on twitter, which I am certain is not a whole lot for any of us, you can save look, I spent an average of half an hour of my eight hour day on twitter and look at all of this material that I am finding through this medium. In the same way, people who are spending three hours of their day or however many on Facebook, where we published our material, they are likely coming across it. When you cross tabulate data with your site traffic him a if you saw on my site, twitter was our number two refer, and Facebook was our number four. Part of the way that you get that is by increasing the people who are following you, into our finding you on Facebook and twitter. So I think when you can show what is driving site traffic, but they are sharing your links and retweeting your information, when you can show as you are seeing on my screen that of your followers, a -- have treated in the last 24 hours, they are actually active in the space, I think this makes the case that engaging through social media is a worthwhile activity for your agency or office.
>> Binky. We have about two minutes, so I will get you one more question, then whatever questions they don't get to, we will actually send the questions to you along with the survey link and a link to the page. But our last question, this is about Facebook, it is a two-part question. First part is about Facebook, we have been talking a lot about the. If you are just starting with Facebook, what are your

strategies for maximizing an audience faster, better, stronger, and how can we measure of effectiveness beyond followers, tweets, intentions? -- Measure effectiveness
>> Let me take the second part first. One of the ways to mention effectiveness on Facebook is looking at shares, flex, and comments. -- Likes. If you post something on Facebook, you don't know who is seeing it or engaging or what they are doing. If people start liking it, that is like the lowest level of engagement. You cookie button and you're done. If people share it or comment on it, those are very good ways of seeing if they are actually engaging in content. You can say, as you are developing a report, of our last 10 Facebook posts, you will see that seven of them have this many number of likes, and you can kind of show that people are actually engaging that content. That is one of the really nice things, I know a lot of agencies are still kind of gun-shy about having a blog. If you don't allow for comments, it looks like you are trying to be assertive or not allowing engagement, and if you do have comments, someone has to moderate those in heaven forbid someone should write something on the website that is objectionable, and then it stays up there, if they do at midnight, then someone takes offense to it, one way the agencies are kind of getting around this comment block is by turning to face the. This has these kind of abilities built in. So showing the people are engaging with the content or sharing the content or reading the content, is one way of showing the effectiveness of senior leadership, and the value of using Facebook. As far as gathering up and getting flakes or friends, people who are subscribed to your Facebook feed in a way that they may subscribe to twitter, this goes back to the that one QA is you have to let people know that it is out there. In all of your e-mails, certainly on your home page for your agency, have a link directly to your Facebook landing page. If you have a newsletter, do not overlook e-mail. I think that is one of our very first social medias, and it is still a very powerful one. If you have people who are signed up for your newsletter, let them know that we. That they should find you on that page. Develop for yourself if publishing schedule. This goes back to setting expectations. If you are going to do only one a day and you're going to do it at noon, then do that. Every day at noon, put something out. If we decide we will do one in the morning and one in the evening, then do it that way. And finally, have good content. Publish things that your audience is going to find useful. I think I'm actually going overtime, so I will stop.
>> Well they do, Gadi. I enjoyed your presentation, and from the feedback, everyone else and put it as well. It was very overwhelming, but definitely great to see, so thank you again. I want to take the time to remind everyone that you will see the survey evaluation in the chat box as well as receive a follow-up e-mail with an hour of this webinar. We also have a couple classes coming up. Tomorrow, December 8 from 11 AM to 12 PM Eastern send -- Eastern and Central time, we have mobile apps versus mobile websites. So come join and watch them duke it out for who is better. On December 9, we have plain language, writing for the seminar from 9 AM to 12 PM. Is in person and will take place at GSA is Constitution Square. On December 13, we have the -- Memorial series, that will be 10 AM through noon. We have a wait list going on, if you're interested, you can e-mail what manager university, or visit the page on the date of for a live stream of the event. Thank you, and have a great day.
>> [event concluded]