



Measuring and More: How to find—and act on— the correct metrics (Ft. Daft Punk)

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Agenda

1. Introductions
2. Important Metrics
 - Followers/Friends
 - Raw Number
 - Influential Individuals
 - Retweets and Mentions (Twitter)
 - Discussion/Engagement (Facebook)
 - Shared Links
 - Site Traffic
 - Comments (Blogs)
 - Inward Information Flow
3. Why they are important and how to gather them
4. Next steps



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The Business of Government Hour
 Dr. Fauci was Appointed Director of NIAID in 1984.

 Anthony Fauci, M.D.
 Director
 National Institute of Allergy and Infectious Diseases (NIAID)

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Weekly *radio show* with government executives



Semi-annual *magazine* sent to federal senior executives



Website with *blogs* on The Business of Government, Cost Take Out and Making Healthcare Reform work

The IBM Center helps build public sector relationships by focusing on the people in government.



Understanding Klout Scores

Your Score: 50.30
 The Klout Score measures influence on a scale of 1 to 100. [Learn more](#)

Your True Reach: 377
 True Reach is the number of people you influence. [Learn more](#)

Influence: your ability to drive action.
Use Klout for your annual review; try to ignore it for the rest of the year.

Your Amplification: 23
 Amplification indicates how much you influence people. [Learn more](#)

Your Network: 55
 Network Impact measures the influence of your network. [Learn more](#)

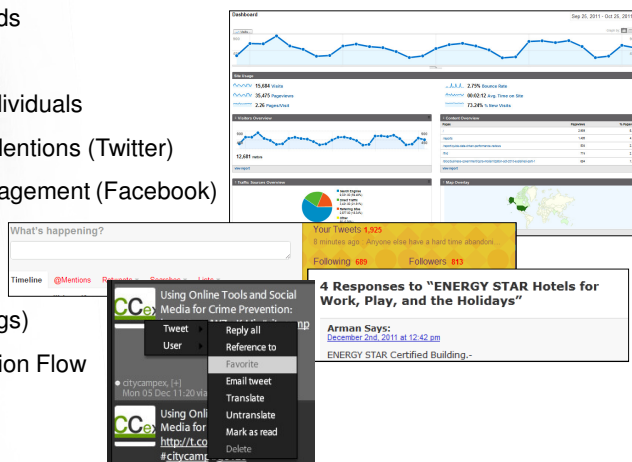


Polling Question

- With regards to Social Media Metrics:
 - My agency knows what numbers matter, and how to find and report them
 - My Agency knows what numbers matter, but not how to find them or report them.
 - My agency knows that some numbers matter, but still needs to determine what numbers.
 - My agency still needs to determine that numbers matter.

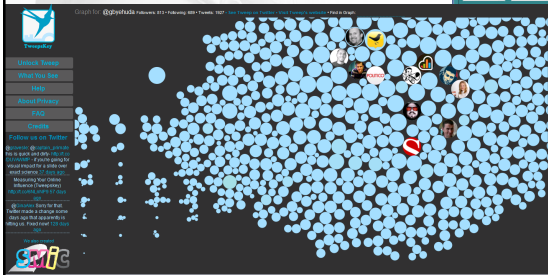
Important Metrics

- Followers/Friends
 - Raw Number
 - Influential Individuals
- Retweets and Mentions (Twitter)
- Discussion/Engagement (Facebook)
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- Comments (Blogs)
- Inward Information Flow



Followers and Friends

Followers and friends are easy count, and tell you about interest, but little about actual engagement.



Your Tweets 1,925
8 minutes ago · Anyone else have a hard time abandoni...

Following 689 **Followers 813**

Retweets, Mentions: Why they matter, how to find it

What's happening?

Timeline @Mentions Retweets Searches Lists

Retweets are one of the easiest kinds of engagement, and put a little bit of the author's credibility at stake.

The Facebook "Share" represents deeper engagement.

Discussion/Engagement

Not all discussion represents true engagement with its topic, as this thread from DoJ shows.

Not even all discussion represents engagement with topics covered by your agency, as spam still proliferates.

Having a clear comment policy is essential, so that you can clean your Facebook feed of irrelevant and derogatory comments without being accused of censorship.



The United States Department of Justice
Know the costs & dangers of IP crimes <http://bit.ly/t12fXR>

Intellectual Property Theft: Get Real — National Crime Prevention Council
bit.ly

If you think intellectual property theft is a victimless crime, think again. It costs the U.S. economy tens of billions of dollars each year,...

Like · Comment · Share · November 29 at 6:30pm via HootSuite

24 people like this.

Krissey Jones Thanks!
November 29 at 9:07pm · Like · 1

Jared Byrne Internet poker
November 29 at 11:11pm · Like · 2

David Mead How can you have possibly gone this long without updating people about the status of the millions of dollars they have tied up? You are ruining lives. I am not saying that because I am anti DOJ or anything, I understand what happened, but these people did not break the law. The least you could do is keep the somewhat updated as to the status of their money. I do not exogerate when I say way in which this has been handled has ruined and continues to ruin lives. Please, do your job and help.
November 30 at 12:38am · Like · 1

David Mead ^^^^^speaking of the mess with absolute poker of course ^^^^
November 30 at 12:39am · Like · 1

Andrew Berney I like how you butt cheeses have disabled direct posts on your wall. Did you get tired of hearing from the poker players whose money you have locked up? Somebody call the WAAAAAAMBulance! Give me my money back.
November 30 at 12:49am · Like

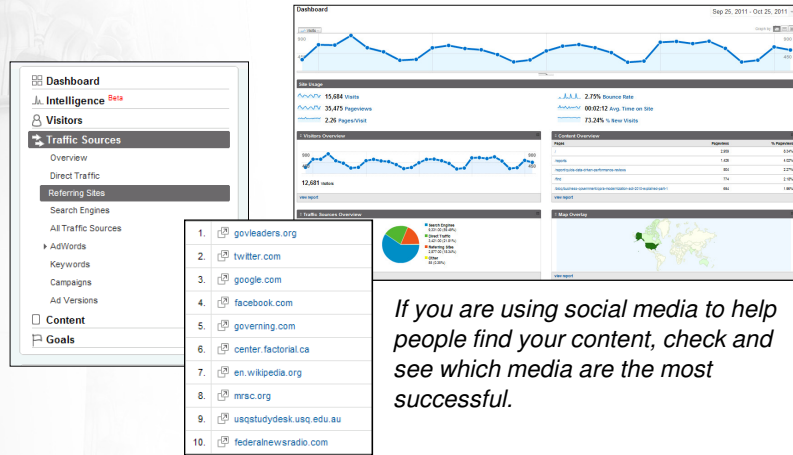
Levent Bektaş bizler çöpin dibindeki kileri çkartıp alınız gavs k.s.
November 30 at 10:08am · Like

Polling Question

My agency:

- Has a well-publicized policy statement about how employees can use social media and how citizens can comment on our social media pages.
- Has a policy statement about how employees can use social media, but not how citizens can comment on our social media pages.
- Is still developing a policy on how employees can use social media and on how citizens can comment on our social media pages.

Site Traffic



If you are using social media to help people find your content, check and see which media are the most successful.



Comments

Comments—especially when they are directly related to the content you posted—are a sign of deep engagement.

<http://www.smithsonianmag.com/travel/Vermonts-Venerable-Byway.html>

Comments (6)

I have an original 'this is NOT route 100' sign from the sixties

Posted by Bill Ludwig on December 4, 2011 | 04:32 PM

I have nothing but beautiful memories of Vermont having lived there for ten years. First town we moved to was Jacksonville in southern Vermont then to a beautiful place off Route 100 named "SKY FARM" in Whitingham. Route 100 is said to be one of the most scenic routes of the United States if not the most.

Posted by LISETTE GOSSELIN CÔTÉ on August 10, 2010 | 04:41 PM

There is nothing quite like the ride on Route 100 from the Massachusetts boarder to Canada. The trip can be done in 4 hours but I would like to take 4 weeks to savor it after I retire. So much look forward to a week in Stowe and a week in Waitsfield in June. As for a map, it just runs right up the middle of the state! Ann Murdock, Houston, TX

Posted by Ann Murdock on May 8, 2010 | 07:47 PM

As I sit in my office on Route 100—in Waitsfield, at just about the halfway mark up the state— I am reminded of my own favorite byways along this 'backbone' of Vermont... the Mad River Path where you can run, walk, x-c ski, hike or snowshoe alongside its namesake river... the Great Eddy Covered Bridge, the oldest continuously operated covered bridge in the state with a wonderful swimming hole beneath... the field at Turner's Farm that becomes a riot of yellow dandelions each May... and in August this 26-mile stretch of Route 100 that curves through the Mad River Valley becomes a veritable marathon of art during the Vermont Festival of Arts. And on a day in April when we get 'blessed' with an unexpected foot of snow, I certainly appreciate our great road crews who make '100' passable every day. Thank you for this delightful foray into a place that I sometimes take for granted!

Posted by Beverly Kahoe on April 28, 2010 | 04:09 PM

how could the smithsonian present a trip description without a map? where is the map of route 100?

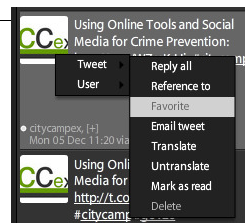
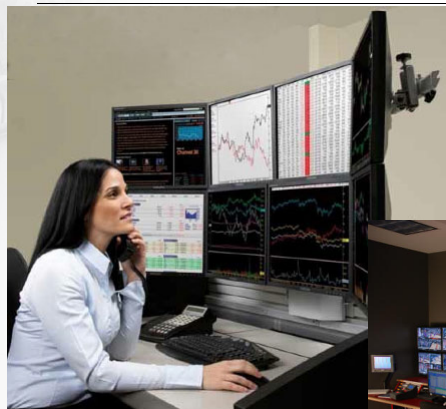


Polling Question

Inward Information Flow (also called “Listening”):

- I find useful information on both Facebook posts and Twitter feeds that I wouldn't find otherwise
- I find useful information on Facebook, but not Twitter
- I find useful information on Twitter, but not Facebook
- I don't find useful information through either Facebook or Twitter

Inward Information Flow



Next Steps: More (and More Relevant) Followers, Friends

How to do it:

- Include social media info in email, presentations, videos, blogs, etc.
- Include social media info in traditional media—business cards, speeches
- Mention, retweet, and link to people relevant to your conversations
- Reach out through other media—like the telephone!
- Tweet like Daft Punk:
 - Harder
 - Better
 - Faster
 - Stronger



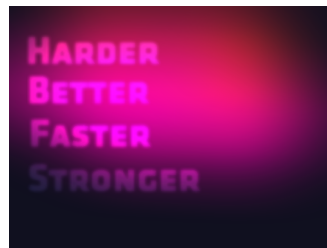
Next Steps: Increase Retweets and Mentions

- Engage in the conversation: retweet and mention others.
- Ask for retweets
- Reward those who retweet and mention you
- Encourage retweets and mentions through contests, prizes, give-aways
- Tweet like Daft Punk



Next Steps: Boost shared links

- Contextualize the link accurately
- Ask others to share the link
- Recontextualize and reshare!
- Tweet high-value links



Next Steps: Encourage Facebook Discussion, Shares

- Use a thumbnail image for blog posts
- Write a brief, comprehensive opening sentence
- Give each post “breathing room;” space out posts during the day
- Moderate comments and participate in the thread (as appropriate and in accordance with your own guidelines)



Next Steps: Enhance site traffic

- Set benchmarks
- See what stories work best on which media
- Post timely, high-value content
- Engage your audience
- Meet audience expectations



Next Steps: Blogging for Comments

- Develop and post a clearly-written comments policy
- Put the audience first; write to their interests
- Leave posts open-ended, invite people to comment
- Publicize your blog on other social media



Questions?

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