Social Media Strategy & Measurement

Finding your audience
What are your goals?
Social media voice
Don’t measure for the sake of it
Ongoing vs. Campaign analytics
Examples of measurement
Four social media myths
Five things to remember
Social Landscape
Social Goals

• Your goals will depend on how you will use social media

• What do you hope to gain?

• What counts as a success?
Social Media Voice

University of Oxford

Meet the founders of billion-dollar startups to emerge from Oxford here: https://lnkd.in/dVRYB9b

University of Oxford

Professor David Gaveaghan looks at the mathematical models of the heart, and making them work better to allow for predictions of heart function - a fitting topic for Valentine's Day.

27,452 people reached
3.4k Views

Oxford University @UniofOxford - Feb 13

How do you know when you're witnessing the birth of a species? @morethanadodo finds out: po.st/jOLDYm
SOCIAL MEDIA CAMPAIGNS
Started in Oxford

The Oxford region is one of the most innovative in the UK, with new enterprises continuing to join a growing band of spinouts, startups and entrepreneurs. University researchers have started over 60 companies since 2003 which is more than any other UK University. Oxford researchers have started 11 new companies this year alone!

Discover just a few of the intriguing and amazing ideas #StartedinOxford...

oxford_uni

The liquid in this tiny bottle can power 4 homes

#StartedinOxford

#2,830 likes

oxford_uni How can one small bottle of liquid power four homes for a year? Oxford scientists have been developing a... more

View all 53 comments
Mindgrowing
# Social Media Planning

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>External dates and events</strong></td>
<td><strong>University dates and events</strong></td>
<td><strong>Campaigns</strong></td>
<td><strong>Facebook</strong></td>
<td><strong>Twitter</strong></td>
<td><strong>News team</strong></td>
<td><strong>Instagram</strong></td>
<td><strong>LinkedIn</strong></td>
<td><strong>Video team</strong></td>
<td><strong>Homepage Carousel</strong></td>
<td><strong>Homepage discover</strong></td>
<td><strong>Summary of Discover content when it changes (see below)</strong></td>
</tr>
<tr>
<td>2</td>
<td>Notable dates, news events, external events that we may want to track some content around</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Wed, 29 Jan</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Thu, 30 Jan</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Fri, 31 Jan</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Sat, 1 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Sun, 2 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Mon, 3 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Tue, 4 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Wed, 5 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Thu, 6 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Fri, 7 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Sat, 8 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Sun, 9 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Mon, 10 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>Tue, 11 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Wed, 12 Feb</td>
<td>Instagram</td>
<td>Learning to code University Impact</td>
<td>Learning to code video</td>
<td>HR posts on LinkedIn on Tuesdays</td>
<td>Numni post on LinkedIn on Wednesdays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Summary**

- **Social Media Planning**
- **University dates and events**
- **Campaigns**
- **Facebook**
- **Twitter**
- **News team**
- **Instagram**
- **LinkedIn**
- **Video team**
- **Homepage Carousel**
- **Homepage discover**
- **Summary of Discover content when it changes (see below)**

---

**Notes**

- Notable dates, news events, external events that we may want to track some content around.
- Full post copy goes here once the post is written - otherwise a few word summary of the content.
- Summary of what's planned - plus what team and AM or PM to help avoid clashes.
- Full post copy goes here once the post is written - otherwise a few word summary of the content.
- Summary of what's planned for LinkedIn - University and company pages.
- Posts go in here about what's being-plan and what's been COMPLETED.
- **Long form on Medium**
- **Carousel content**

---

**Questions**

- What are the key themes or campaigns being promoted?
- Are there any specific dates or events that require special attention in social media planning?
- How will the content be distributed across different social media platforms?
- What is the strategy for engaging with followers and fostering community interaction?
Don’t measure for the sake of it

The metric that you should be looking at is based on what you are trying to achieve!
What kind of metrics?

Ongoing analytics: pulse of general conversation – an overview of your brand

Campaign focused metrics: targeted marketing initiatives and will vary from campaign to campaign, depending on your goals for each.
Examples of metrics

**Measuring awareness?**
Use metrics like volume, reach, exposure, amplification. How far is your message spreading?

**Measuring engagement?**
Look for metrics around retweets, comments, replies, and participants. How many people are participating, how often are they participating, and in what forms are they participating?

**Find advocates and fans?**
Track contributors and influence. Who is participating and what kind of impact do they have?

**Driving traffic to a website?**
Track URL shares, clicks and conversions. Are people moving through social media to your external site and what do they do once they’re on your site?

**Share of Voice?**
Track your volume relative to your closest competitors. How much of the overall conversation around your industry or product category is about your brand?
Social Media Myths

1. I Need to Be On Every Social Media Platform

2. I Can Publish the Same Post On All My Social Media Platforms

3. I Am Successful If I Have a Large Number of Followers

4. I Will See Big Results from My Social Media Activities in 30 to 60 Days
Five things to remember

• Find your voice
• Be flexible
• Listen and learn
• Content is everything
• Remember your objectives
WANT TO FIND OUT MORE?

https://www.ox.ac.uk/public-affairs/social-media
QUESTIONS?