



Instrument ESSENTIALS for Assessing Social Media and Website Traffic

TOPIC

To maximize the impact of your social media activity, it's crucial to monitor traffic daily and then interact and respond right away! Social media monitoring includes much more than just tracking the number of likes or shares which your own content generates. It's also about finding ways to engage populations of interest on trending topics, trying to shape the conversation around your topic, and identifying and building relationships with other influencers. Hopefully, too, your posts are driving traffic to your organization's website. Analyzing the visits and downloads there can help you understand what resources visitors are/are not utilizing and alert you to potential navigability issues. Monitoring both realms can help your project focus its efforts on wherever it will have the most impact.

Monitoring should be done by individuals with the authority and capacity to make decisions and respond quickly as needs arise.

TERMINOLOGY

- × **Analytics:** Data and statistics that help you evaluate your impact and performance.
- × **Followers:** People who view, subscribe or receive information from a particular source.
- × **Influencer:** Someone in the social media sphere who has a lot of followers. It's good strategy to try to engage influencers with large followings by commenting on their posts, reposting their content, and trying to get them to share your content.
- × **Opportunities:** When monitoring social media or website activity, look for chances to correct, amplify, or respond to the latest content or activity. Maintaining a social media and/or a web presence should be ever-evolving, not static.
- × **Platforms:** The venue or outlet on which social media is being viewed – e.g., Facebook, LinkedIn, Instagram, etc.
- × **Response:** Social media content is always changing. Your opportunity to join, respond or shape the conversation is fleeting and requires a quick, almost immediate response. Wait too long and your chance to engage meaningfully is gone.

USES OF EVALUATION

Social Media Monitoring is used to:

- a. Monitor trending coverage/conversation around the topic of interest
- b. Look for opportunities to engage the audience on your topics of interest, correct misconceptions, identify influencers
- c. Inform the timing, content, and tactics of the project's social media generating activities

- d. Assess the effectiveness of social media-generating activities carried out by the coalition/project

Measures

- Topics (ranked)
- Slant/sentiment of the content
- # of shares/mentions
- Who and how they frame what they mention or share
- # of followers influencers have
- Audience characteristics (age, gender, location, etc.)
- Compare across social media platforms

Website Traffic Monitoring is used to:

- a. Identify which information/resources are viewed/downloaded most often and which are not
- b. Understand user experience on the site in order to improve website navigability
- c. Inform the strategic development of future content/resources (topics, formats, length, etc.)

Measures

- Audience – # of users and sessions
- Average session/page duration
- Average # of pages per session
- Ratio of new to returning visitors
- Organic vs. paid sessions
- Which pages are visited
- #, which links are downloaded
- Top queries in search
- Top 10 landing pages
- Conversions (# visits that result in desired actions e.g., webinar registration, join coalition, etc.)

User Surveys are used to:

- a. Explore content topic, format, timing, appeal to target audiences
- b. Inform project strategies and timing
- c. Understand user experience on website

Measures

- Where they turn to for information on the topic
- What topic(s) they care about most
- What format(s) they prefer
- Satisfaction with the information, resources and services your organization provides
- Ease of site navigability
- Unmet needs or recommendations
- Likelihood they will recommend site/resource to someone else

Focus Groups or **Key Informant Interviews** are used to:

- a. Explore content topic, format, timing, appeal to specific target audiences
- b. Inform project strategies and timing
- c. Understand user experience on the website

Social Media Measures

- Where they turn to for information on the topic
- What influencers they follow/subscribe to
- Which topics get their attention
- Which topics they share most often
- Which formats get their attention
- Which formats they share most often

Website Monitoring Measures

- Which sites they turn to for information on the topic
- Which resources they download or use most often
- Which formats they use most often
- Ease of site navigability
- Satisfaction with the information, resources and services your organization provides
- Unmet needs or recommendations
- Likelihood they will recommend site/resource to someone else

User Experience Testing is used to:

- a. Assess website navigability
- b. Improve website usage

Measures

- Average time on task
- Error occurrence rate
- Task completion rate
- Adoption/retention rate (how many users continue to use a new feature)
- User satisfaction
- Mobile-friendly design
- Likelihood they will recommend site/resources to someone else