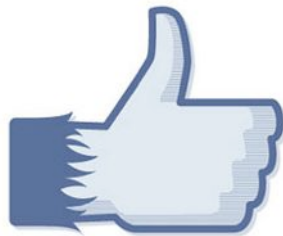# Social Metrics

JOHN J. GORIN

Social Metrics Defined:

Social Metrics is the science of measuring the impact of Social Media and to measure companies online marketing across a wide range of social networks.

http://personalweb.about.com/od/socialmediaresearch/a/Social-Metrics.htm

of Items Analyzed in Social Metrics

er of visitors to a website or web service

al sources for website traffic, or where the traffic originated

er of participants in a network, such as followers, friends, fans, members

nt of time a participant spends engaging with a social network or website

ency of engagement, or how often people interact with a brand, product or company

e or negative nature of communication involving a brand, product or company; sometimes called
nent analysis

ne of comments of posts mentioning a particular service or company name

er of messages sent about a particular brand or service

ction rate, or the percentage of total users of a service or <u>social network</u> who actively engage with it.

ttp://www.socialmediaexaminer.com/metrics-to-track-your-social-media-efforts/

Social Metrics Dashboard: riyaz.net

Metrics That Count | By riyaz.net

Show All Posts   Show All Pages   Filter by date   pro

Title	Twitter	Facebook
Social Media Analytics Plugin for WordPress	Tweet 83	Like 23
Social Metrics – Monitor the Social Side of Your Blog	Tweet 557	Like 12
WP Tweetbox WordPress Plugin	Tweet 24	Like 5
GetSocial WordPress Plugin	Tweet 54	Like 19

Actions Taken

Votes in an online or mobile poll or quiz
Entries in a contest or players in a game
Uploads of video or audio files
Posting of photos
Invitations sent to join or participate
Retweets or reposts

http://www.socialmediaexaminer.com/metrics-to-track-your-social-media-efforts

Counting Contributors, Participants

- Another set of social metrics involves the people participating in social media. Items to measure or analyze include:
- How many friends/followers does the contributor have?
- How many times has the contributor participated in the past?
- How long has the contributor been participating?
- How recently has the contributor last participated?

http://en.wikipedia.org/wiki/Social_media

Recency and Relevance of Content

Another way of measuring social media is to look at the content involved--comments, posts, status updates--and try to determine how relevant and/or recent it is.

Recency is relatively easy to measure--you just look at the dates. But relevance to various topics is harder to measure and more prone to error.

Social metrics is still a relatively young science, and as such, it is still feeling its way in an attempt to determine which metrics are most useful.

http://www.toptenwholesale.com/news/b2b-content-strategy-recency-quality-and-relevance-5585.htr
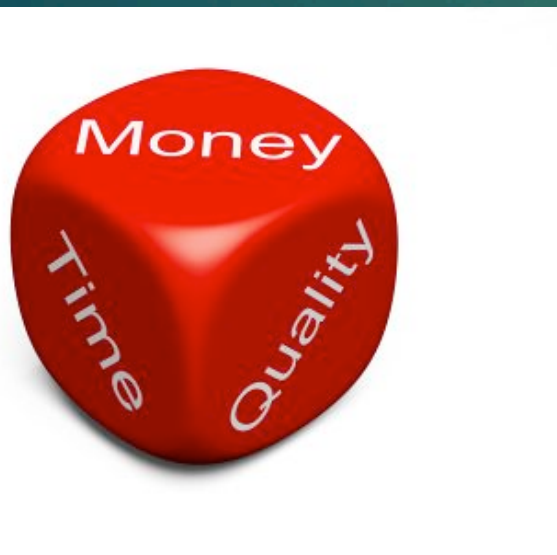
Quiz

Why do Companies use Social Metrics?

Clue

A term used in MBA AF 620

$$\text{RETURN} = \frac{R}{i}$$

Return on Investment

REFERENCES

1. http://personalweb.about.com/od/socialmediaresearch/a/Social-Metrics.htm

2. http://www.socialmediaexaminer.com/metrics-to-track-your-social-media-efforts/

3. http://en.wikipedia.org/wiki/Social_media

4. http://www.toptenwholesale.com/news/b2b-content-strategy-recency-quality-and-relevance-5585.html

Questions