

# Social Media Metrics

with Ryder Todd Smith and Trent Sunahara



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# Social Media



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# Metrics Matter

## Cities should use metrics to:

- Understand their residents
- Ensure they are communicating effectively
- Set reasonable goals, objectives and standards



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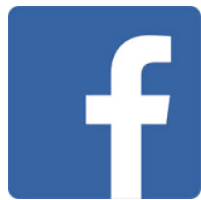


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# Types of Likes

- Post / Tweet Like
- Thank (Nextdoor)
- Video Like / Dislike (YouTube)
- Organic / Paid Likes



# Facebook Reactions



Like



Love



Haha



Yay



Wow



Sad

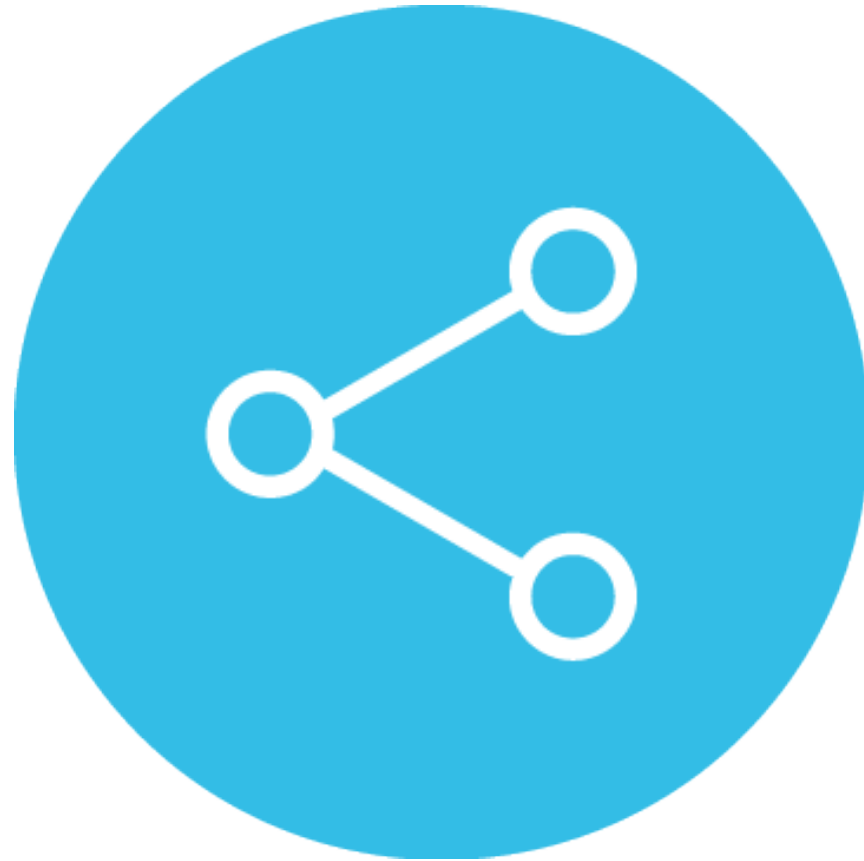


Angry



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# REACH



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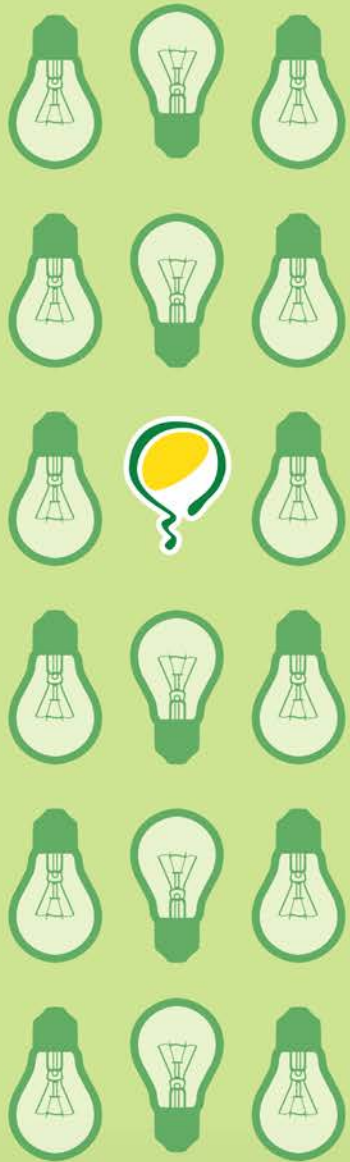
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# Mentions

The number of times your @username or a specific #hashtag was mentioned by others



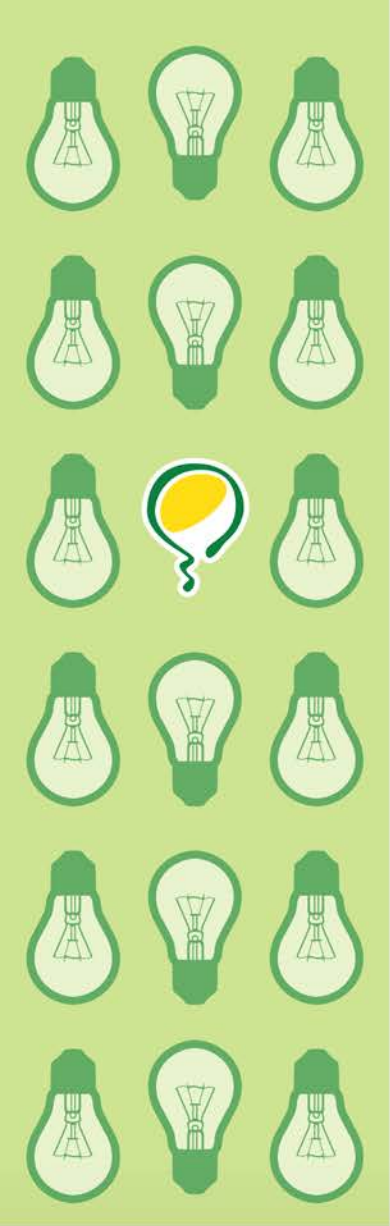
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# Views

The number of times your video was watched in part or in full.

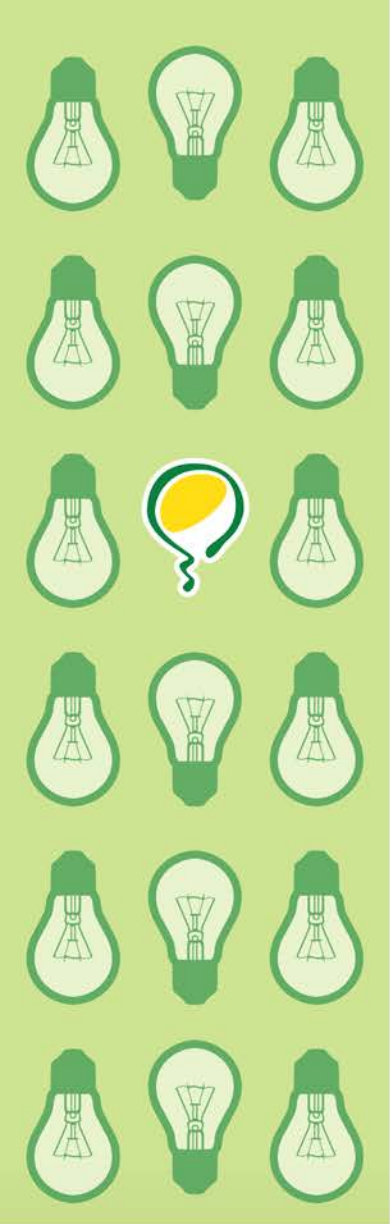




# Drop-Off Point

The average time people stopped watching your video.

Remember: Most people stop watching a video after 3.5 minutes.

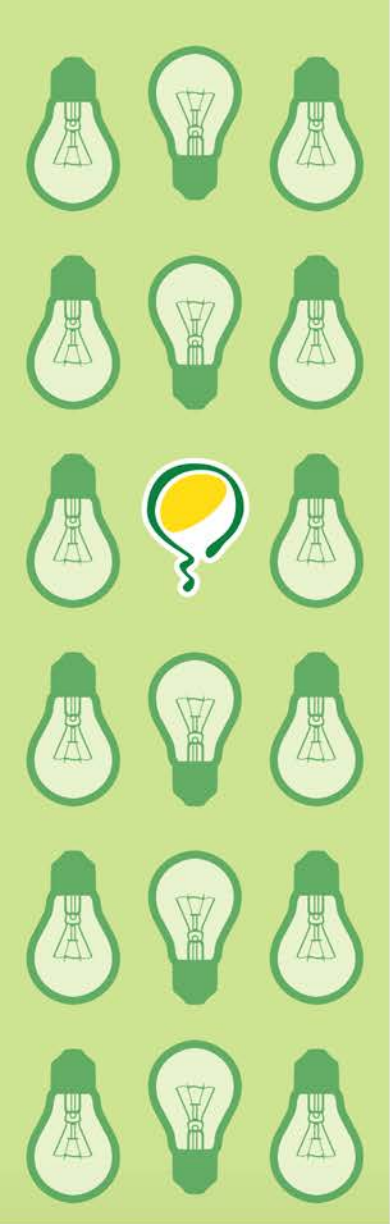




# Links and Embeds

Links – The number of times someone accessed your video from an external site.

Embeds - The number of times someone watched your video on an external site.

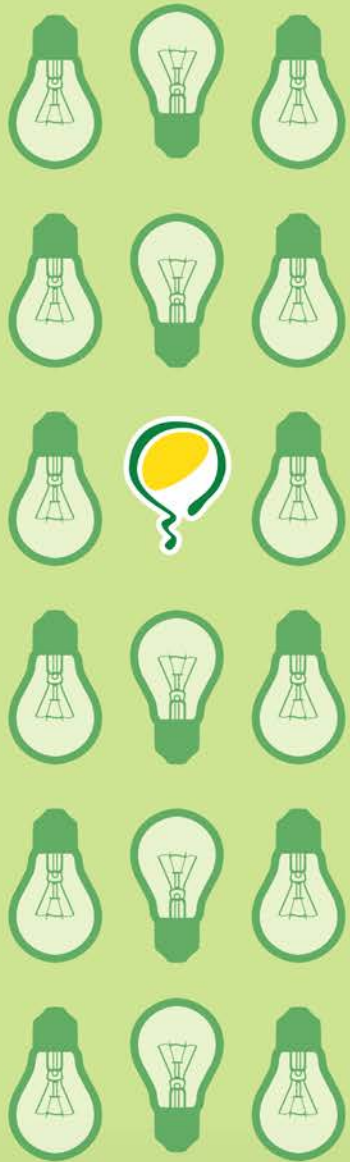






# GA Metrics

- Users
- Pageviews
- Bounce Rate
- Source of Traffic





28,000 residents (2015 American Community Survey estimate)

14,000 Facebook account holders live in Benicia, CA.

On average, 26,000 Facebook account holders are in Benicia, CA during traditional work hours.

1,372 people like the official City of Benicia Facebook page.



# 7 Ratios for Success

1. Sentiment
2. Follower to Likes
3. Likes to Reach
4. Shares to Followers
5. Follower to Reach
6. Click-Through Rate
7. K-Factor



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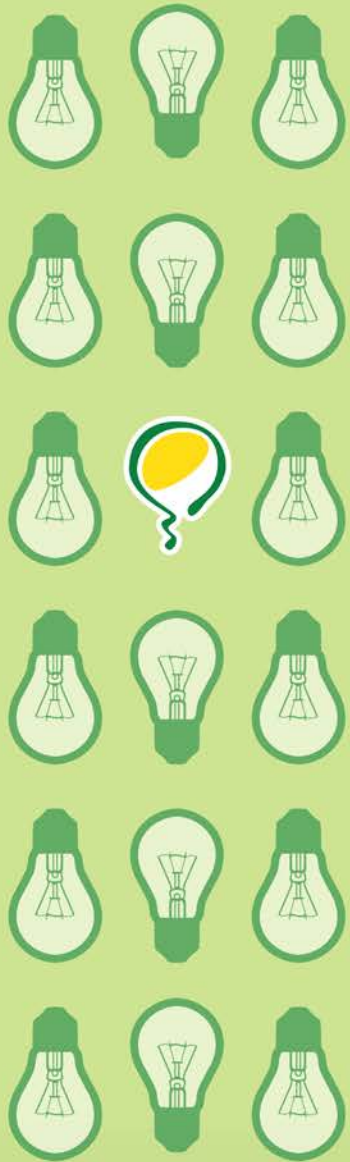


# 3 Ways to See the Metrics You Want

1. Give people the content they want

What are the topics they are talking about?

Which of your posts are they liking, sharing and commenting on?



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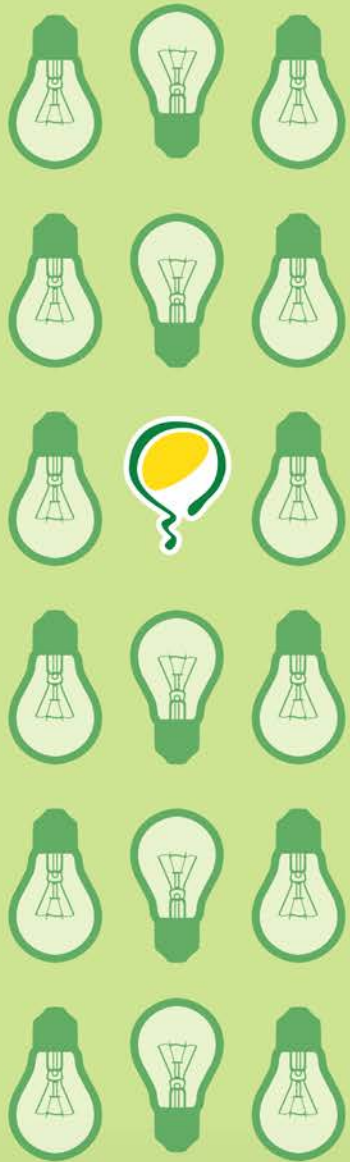
# 3 Ways to See the Metrics You Want

## 2. Ask questions and respond

What are your residents happy or mad about?

Ask them what they think about a specific topic.

Respond to them on a personal-level.



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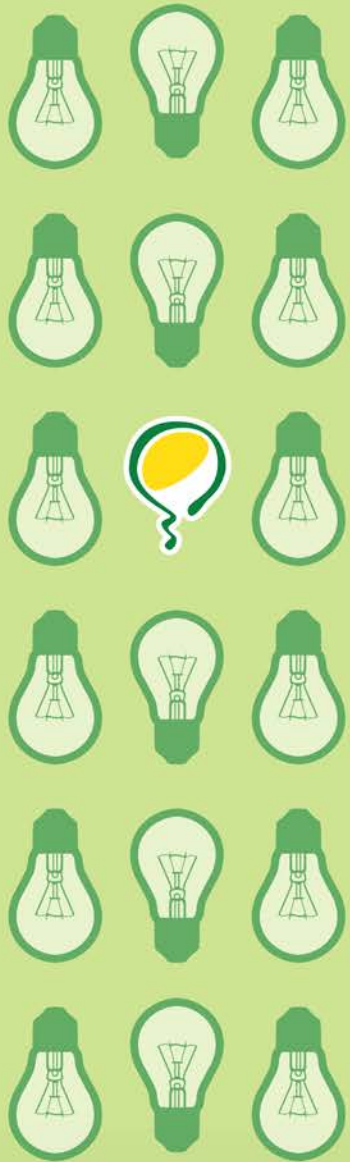
# 3 Ways to See the Metrics You Want

## 3. Pay for it

Buy social ads that link to a relevant story or report put out by your city.

Boosts important posts.

Paid ads and boosts work. Up to 10x reach and engagement rate.



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# Managing metrics takes time.



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# Great content rules the day!



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# Questions?

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# Next Webinar

Using Social Media to Engage with  
Constituents and Residents

Thursday, September 15 @ 2 p.m.