



SOCIAL MEDIA METRICS

2021 APRIL SOCIAL MEDIA TRAINING



MEET THE TEAM



TRISHA KRAUTKRAMER

General Manager – Branding

- 15+ years in marketing
- Lead brand strategy and execution across multiple marketing disciplines
- Graduate of Marquette University



MICHAEL CURRY

Social Media Community Specialist

- 10 + years in social media management
- Maintains Acuity's nine social accounts
- Experience monitoring corporate pages totaling over three million fans



BETH DEVER

Branding Specialist – Advocacy

- 5 + years in Marketing
- Manages Acuity's advocacy program

HOUSEKEEPING

- Thank you for your questions!
Winners will be notified post-event
- Slides, a survey, and the recording will be on www.acuity.com/social-training
- There will be plenty of time for open discussion. Please chat in your questions.

TODAY'S GOALS

- Understand the role social media plays in your marketing strategy
- Define the most important metrics to measure based on your goals
- Open discussion on all things social media marketing

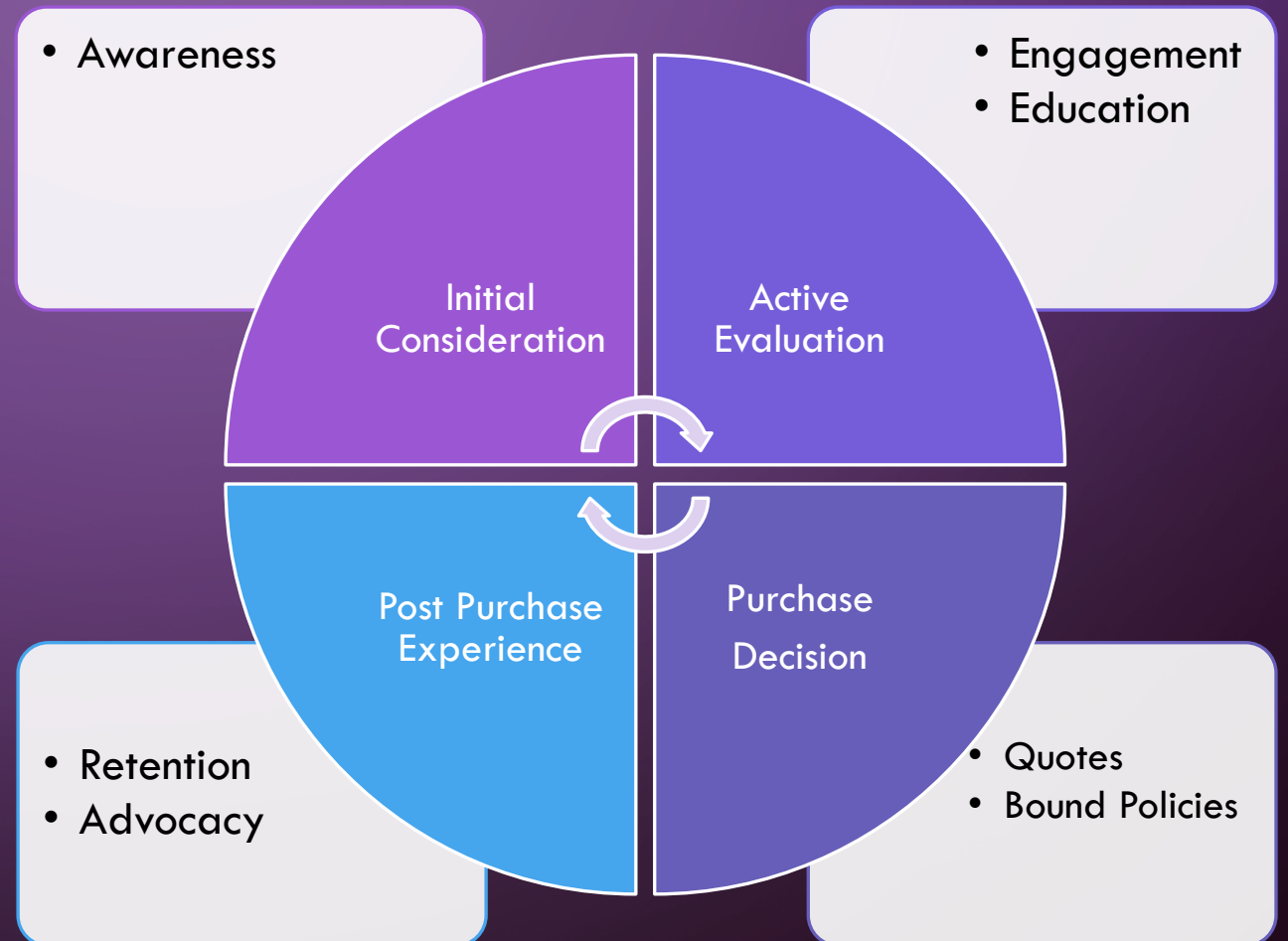


WHY SHOULD I BE ON SOCIAL MEDIA?

- The average internet user spent 2 hours, 25 minutes daily on social media¹
 - Global online content consumption doubled in 2020²
 - The average internet user spent 25% of their waking time on their mobile device³
- Social searching
 - 52% of consumers discovered a new business on Facebook⁴
 - 43% Google Reviews, 38% Yelp, 14% newspapers, 11% magazines
- 71% of Americans now get news content via social platforms⁵

HOW DO I KNOW IF IT'S WORTH IT?

- Discovery
- Credibility and trust
- Relationship building



GOALS & METRICS

- Channel Performance
 - Awareness
 - Engagement
 - Education/Micro-Conversions
- Where to go next?
 - Retention
 - Lead Gen



METRICS FOR AWARENESS GOALS

- Focus on Reach & Impressions by post
 - Can be tracked in Facebook Page Insights
- Fan and Follower count is irrelevant in how many people see your post or page



Strategy tip- Invest paid support in posts instead of page

METRICS FOR ENGAGEMENT GOALS

Hierarchy of engagement

- Likes/Reactions - good
- Comments - better
- Shares – best



Strategy tip – Remember to participate in conversations, and tag events and businesses, to spur engagement.

METRICS FOR EDUCATION/ MICRO-CONVERSION GOALS

- Video views
- Clicks
 - Both can be tracked in Facebook Page Insights

Strategy tip- Use your own website content to extend the relationship and bring people from one channel to another.



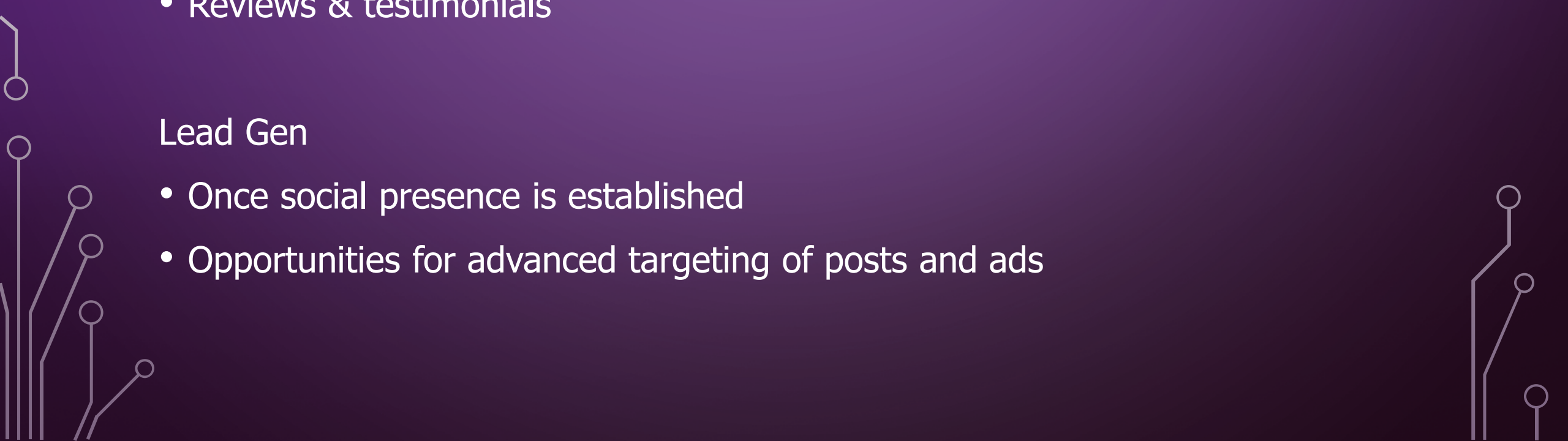


CONNECTING SOCIAL MEDIA TO BUSINESS GOALS

Retention

- Responses providing customer service & support
- Reviews & testimonials

Lead Gen

- Once social presence is established
 - Opportunities for advanced targeting of posts and ads
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Q&A

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**THANK
YOU!**

SOURCES

1- <https://blog.hootsuite.com/simon-kemp-social-media/>

2- <https://www.forbes.com/sites/johnkoetsier/2020/09/26/global-online-content-consumption-doubled-in-2020/?sh=26a4a46b2fde>

3- <https://www.forbes.com/sites/johnkoetsier/2020/08/17/weve-spent-16-trillion-hours-on-mobile-so-far-in-2020/?sh=3c97493a6d61>

4- <https://squareup.com/us/en/townsquare/people-discover-new-businesses-on-facebook-more-than-any-other-channel#:~:text=Fifty%2Dtwo%20percent%20of%20consumers,choose%2C%20and%20recommend%20new%20businesses.>

5- <https://www.socialmediatoday.com/news/new-research-shows-that-71-of-americans-now-get-news-content-via-social-pl/593255/>