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CHALLENGES CODE CONTENT MANAGING DIGITAL METRICS MOBILE

Federal Social Media Analytics Toolkit Hackpad

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JUSTIN X Federal Social Media Analytics

The following contains the shared document for the development of Federal [shared service of the Federal Social Media Community of Practice](#). The toolk evaluate their social media performance analysis programs, identify areas th strategies and indicators so they can most easily determine how to measure measurably improve citizen services or reduce costs.

In this shared document, collaborators are encouraged to identify best practi metrics, as outlined in the General Service Administration's Digital Analytics | better way (though copy and pasting the content in, or linking directly to pre-

Social media is how government engages with citizens and how it delivers se media to share information and deliver service more quickly and effectively tl these tools are also being used for predictive and sentiment analysis—using

from these social platforms to predict emerging trends and respond to them (data”).

Analysis of this social data is critical not just for agency communication offices at every level of your organization. Social media in government requires accurate analysis to ensure we’re taking full advantage of these tools to deliver better customers.

Below are a set of recommended, baseline social media metrics, developed by a working group of the Federal Social Media Community of Practice. The purpose is a customizable approach to analyzing social data using the most cost-effective framework for agencies to measure the value and impact of social media in achieving program goals. The aim is to move beyond obscure results of social media analysis to sophisticated and more accurate assessments, leading to better informed decisions.

Part 1: Social Media Metrics and Social Data: Why They Matter

Part 2: How to Use the Metrics

Part 3: Baseline Social Media Metrics, by Category

Part 4: Resources, Training, and How to Provide Feedback

NOTE: These recommendations are presented in a “living, open document” that will be updated based on continuous feedback, as new methods and tools become available. This is a shared inter-agency approach to this emerging field, one that will allow agencies to move towards better strategic outcomes through social media programs for citizens.

Part 1: Social Media Metrics and Social Data: Why They Matter

Social media is a powerful tool to help agencies meet program goals. The purpose of this toolkit is to provide a set of recommended, baseline social media metrics, developed by a working group of the Federal Social Media Community of Practice. The purpose is a customizable approach to analyzing social data using the most cost-effective framework for agencies to measure the value and impact of social media in achieving program goals. The aim is to move beyond obscure results of social media analysis to sophisticated and more accurate assessments, leading to better informed decisions.

- **Share:** Inform citizens of public services through social content
- **Listen:** Observe, analyze and understand what citizens are sharing to improve public services
- **Engage:** Respond, collaborate and create with citizens to improve public services

Each government agency has a unique mission and unique strategic needs that inform its social media strategy. As a result, each agency’s social media strategy—and corresponding metrics—will vary. This toolkit provides different combinations of these three functions to provide the most benefit for each agency.

These benefits can include but aren't limited to:

- **More effective distribution of critical information** to citizens and community response, education or awareness.
- **More responsive public programs** that citizens help shape, and better informed for feedback.
- **Better informed strategies** that operate on the most up-to-date and accurate efficiency.
- **Increased use of innovative tools and services** from small businesses to further innovation.

Part 2: How to Use the Metrics

While agencies will continue to have unique requirements, working towards a common set of media metrics across all federal executive branch agencies has many benefits. This terminology to describe our work, providing government-wide views of how we are doing and identifying government-wide trends that may be helpful to individual agencies. The baseline social media metrics in Part 3 are designed to align generally with the [Government Strategy](#). The broader digital metrics outline five major categories and recommendations adopt those categories as universally shared between We are adding two additional categories for agencies to directly link their metrics to goals: community and customer experience. There are 10 basic metrics that agencies can analyze through all platforms; categorized into five categories:

- **Breadth**
 - Community Size
 - Community Growth
- **Depth**
 - Conversions
 - Viewing
- **Direct Engagement**
 - Engagement Volume
 - Engagement Responsiveness
- **Loyalty**
 - Return Community
- **Customer Experience**
 - Sentiment

- Indicators
- Survey Feedback
- **Campaigns**
- **Strategic Outcomes**

Agencies should use combinations of these metrics based on strategic need what combinations best support their targeted outcomes. For example, Growth emphasize building a community, while Direct Engagement and Customer Engagement of an established community.

Note that we've provided examples of metrics for the most widely used social media agencies. Many of these example can be translated for use on other tools. R tools that are being used by federal agencies and have federal-compatible T

Part 3: Baseline Social Media Metrics, by Category

Breadth

Breadth is measured through standard social media analytics that provide high-level of traffic to, and content usage of, a given social media activity.

Community Size

How to Use It—Provides high-level data on the size of your direct and indirect community.
Benefits and Considerations—A fundamental volume metric illustrating potential reach. It's often assumed more followers are indicative of a more effective strategy, but should be considered in context of other measures.

How to Measure—As the most standard category of social media metric, this is measured by social platforms themselves or their native analytics programs.

Community Growth

How to Use It—Provides high-level metrics on the growth of your direct community.
Benefits and Considerations—A fundamental volume metric illustrating potential reach. It's often assumed more followers are indicative of a more effective strategy, but should be considered in context of other measures.

considered in context of other measures.

How to Measure—As the most standard category of social media metric, the social platforms themselves offer their native analytics programs.

Depth

Depth is measured through high-level, standard social media analytics that measure outcomes and context of a visit. It provides information on the number of desired result of your social media strategy, whether its engagement, access to data

Conversions

How to Use It—Provides metrics on the volume of desired actions through social click-throughs.

Benefits and Considerations—This metric is important for describing your encouraging action from your community. It doesn't ascribe value on their experience which is why this metric must be placed in context with other more qualitative

How to Measure—The data presented in this category can be collected and analyzed through analytics programs, including Google Analytics (available through the Digital Conversions in your Google Analytics dashboard, for example:

- Open your Google Analytics account.
- Select the Traffic Sources tab.
- From the Social drop down menu, select the Conversions page.
- Google Analytics displays conversion from social traffic sources.
- Record Conversion and Conversion Value into your spreadsheet.

Viewing

How to Use It—Provides video-specific information on the depth of how often and for how long.

Benefits and Considerations—Video needs its own category for depth measurement as the experience is unique. A goal should be to set a benchmark for how long your audience views. For example, if an agency is conducting a training then the best possible scenario would be 100% of the audience view 100% of the content. A video could have a high number of views

audience view 100% of the content. A video could have a high number of view minutes watched can we determine whether the desired number of participants of the content. For this reason, these numbers should be closely compared and **How to Measure**—YouTube’s “Minutes Watched” and “Views” metrics can be used in the YouTube analytics tool.

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Direct Engagement

Direct engagement measures the extent to which a visitor uses the social media

Engagement Responsiveness

How to Use It—Provides data on how successful an agency is in reaching its

Benefits and Considerations—This data allows agencies to set benchmarks that can be a key factor in quality customer experience. Agencies may aim to respond within 24 hours, depending on available resources.

How to Measure—The data presented in this category can be collected through a target event, or through the course of a work day. It may be helpful to collect data on themselves in order to apply to long-term content and engagement strategy.

Engagement Volume

How to Use It—Provides metrics on the volume and frequency of an agency's

Benefits and Considerations—The analysis allows you to identify trends in what elicits engagements in response. This analysis can then be applied to content to refine your engagements. This data allows you to, in comparison with other agencies, the frequency and effectiveness of your engagements.

How to Measure—The high-level data represented in this category is collected from analytics programs for each individual tool—Twitter Analytics, Facebook Insights, and Google+ currently has a limited native analytics tool called Ripples, but they have a version with features similar to the others. In the meantime, Hootsuite may be used to track metrics for Google+. Tumblr notes can be most easily counted by viewing the

Loyalty

Loyalty is measured through standard social media metrics of visitor loyalty &

Return Community

How to Use It—Provides metrics on how many community members are ret social media channels.

Benefits and Considerations—While not a complete approach to analysis social conversions to websites, it begins to unlock this key data for agencies available to agencies on measuring return community without reporting perso those will be shared here with agencies.

How to Measure—This measurement, performed within Google Analytics, re social media sources as segments, but once completed it can be easily reus You'll need to [create a custom segment](#) inside Google Analytics specific to y [Visitor loyalty numbers](#) will depend greatly on your customers and the conter important to look at your baseline levels, set a goal and measure your trend

Customer Experience

Customer experience is derived from sentiment, surveys, and high-tier socia measures. The purpose is to listen to what customers are saying about spec platforms so that data can then be used to improve strategies and services.

Notably, this form of social media performance analysis has traditionally been agencies due to a shortage of available tools for government that ensure citi these challenges, as technologies and techniques improve, citizen experienc highest potential growth for agencies that want to realize the potential of the

Privacy Act—It is important to note that [The Privacy Act of 1974](#) (5 U.S.C. § supported through guidance from OMB, that protect personally identifiable in result, when analyzing customer experience data agencies should take preci that can be used to uniquely identify, contact, or locate a single person or cal

uniquely identify a single individual. Most commonly this will be in the form of a list of names. The OMB is recommended to list “Top Influencers,” a common metric for the private sector.

OMB Guidance on Privacy—OMB Memorandum M-10-23 [Guidance for Agencies on Privacy](#) (PDF, 103 KB, 9 pages, June 2010) states in Section 3.e, that “through an agency’s use of a third-party website or application, the agency should ensure that any personally identifiable information (PII) is collected, the agency should collect only the information necessary for the proper performance of agency functions and which has no other purpose required by statute, regulation, or executive order.”

Agencies as a result may analyze useful aggregated data that is not personally identifiable. This data can include demographics, feedback and community characteristics. Social media managers should consult with their privacy officers and legal counsel when developing analysis strategy to ensure that the strategy is followed, and any necessary protections are in place.

Sentiment

How to Use It—Provides metrics on the context of what is being shared about an agency or program.
Benefits and Considerations—The analysis allows you to identify trends in what elicits engagements in response. This analysis can then be applied to content to refine your engagements.

How to Measure—There are a variety of free tools available to quickly collect and analyze sentiment around accounts, campaigns and programs. Before using them, it is important to consult with their privacy officers and legal counsel to ensure the tool has adequate safeguards for government use and privacy protections. Also, managers should inform GSA of the use and possible federal-friendly terms of service negotiation. A growing number of private sector vendors offer possible federal-friendly terms of service negotiation. A growing number of private sector vendors offer sentiment analysis, which traditionally offer more in-depth analysis. A few examples of vendors that offer sentiment analysis include Topsy and Radian6.

Indicators

How to Use It—Provides information on characteristics that influence or are associated with an agency or program.

Benefits and Considerations—The analysis allows you to identify trends in what elicits engagements in response. This analysis can then be applied to content to refine your engagements. Identifying indicators and trends associated with an agency or program.

to refine your engagements. Identifying indicators and trends associated with towards predictive analysis capabilities, as exemplified by the [CDC's flu outbreak](#) [earthquake early warning detection system](#).

How to Measure—Like sentiment, this metric is commonly available through tool agencies should consult with their legal counsel whether the Terms of Service agency, or contact GSA to explore negotiating federal-friendly terms.

Survey Feedback

How to Use It—Provides key results of customer satisfaction surveys conducted community.

Benefits and Considerations—Surveys are one of the universal ways to measure mail, the phone, websites and now social media. Like its technological predecessors, percentages to surveys can be quite low, and must be put into context as a result use surveys around targeted campaigns especially, as citizens are more likely the program.

How to Measure—Most agencies already have access to survey software through programs. Agencies should coordinate pre-existing web analysis with their social best identify trends in overall digital services and reduce duplication of efforts social media surveys are covered under existing Paperwork Reduction Act of

Campaigns

Campaign analysis reports how specific programs and tactics perform using listed above. This narrative section allows you to combine metrics to tell the story.

How to Use It—Provides coordinated analysis of the performance of short-term programs.

Benefits and Considerations—The analysis allows you to identify trends in social projects perform, which may then be refined to better impact strategic improve tactics in the short-term, or feed the development of long-term programs provides the opportunity to not just report numbers, but illustrate what those likely have a unique application of metrics in the Campaign section, given the even in pursuit of shared mission objectives

even in pursuit of shared mission objectives.

How to Measure—Campaigns are measured through combinations of metrics of the activity and characteristics such as community size, engagement level

Strategic Outcomes

Strategic Outcome analysis reports how the performance of social media strategies aligns with the priorities of the organization.

How to Use It—Provides in-depth analysis that directly links social performance

Benefits and Considerations—This section may be the most critical for agencies. To assess the performance of their social programs pursue and achieve mission goals of the organization, it's important to matter how an agency functionally uses social media, it is recommended that agencies report on this. If there are no compelling examples of clear impact on organizational goals, it's recommended that agencies revisit your strategy and policies.

How to Measure—Strategic Outcomes are reported narratively through communication and the goals of your organization.

Part 4: Resources, Training, and How to Provide Feedback

Resources

- [Social media measurement with Google Analytics](#)
- [Social media measurement \(Wikipedia article\)](#)

Training

Digital Government University (DGU) is preparing a series of trainings based on the upcoming additions.

How to Provide Feedback

We look forward to your insights in how these recommendations may evolve over time and how government can continue using social data alongside other open data sources to improve citizen services and reduce costs.

Ways to provide feedback and engage on this topic:

- Use the commenting tool at the bottom of this page to share your comments, examples, or case studies
- [Subscribe to email updates for the Metrics topic](#)
- Join the Federal Social Media Community of Practice
- [Email us](#)

We're also looking to set up a collaborative space to make it easier for multiple people to contribute content. Stay tuned for more information.

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