

Metrics don't bite!

Energize your nonprofit with
a meaningful metrics program



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What we'll cover today

Why metrics matter

The metrics process

Goals & KPIs

The power of keywords (demo) & SEO

Google Analytics (demo)

Facebook Insights (demo)

How to set up a metrics program

Twitter analytics

Data visualizations

Q&A, summary, hugs, tearful goodbyes



Relax!



Creative Commons
BY photo on Flickr
by Tom@HK

<http://bit.ly/charityhowto-metrics>

Today's hashtag



Creative Commons
photo on Flickr
by Prakhar

Tweet this preso! Twitter hashtag:
#metrics

Metrics Central on Socialbrite

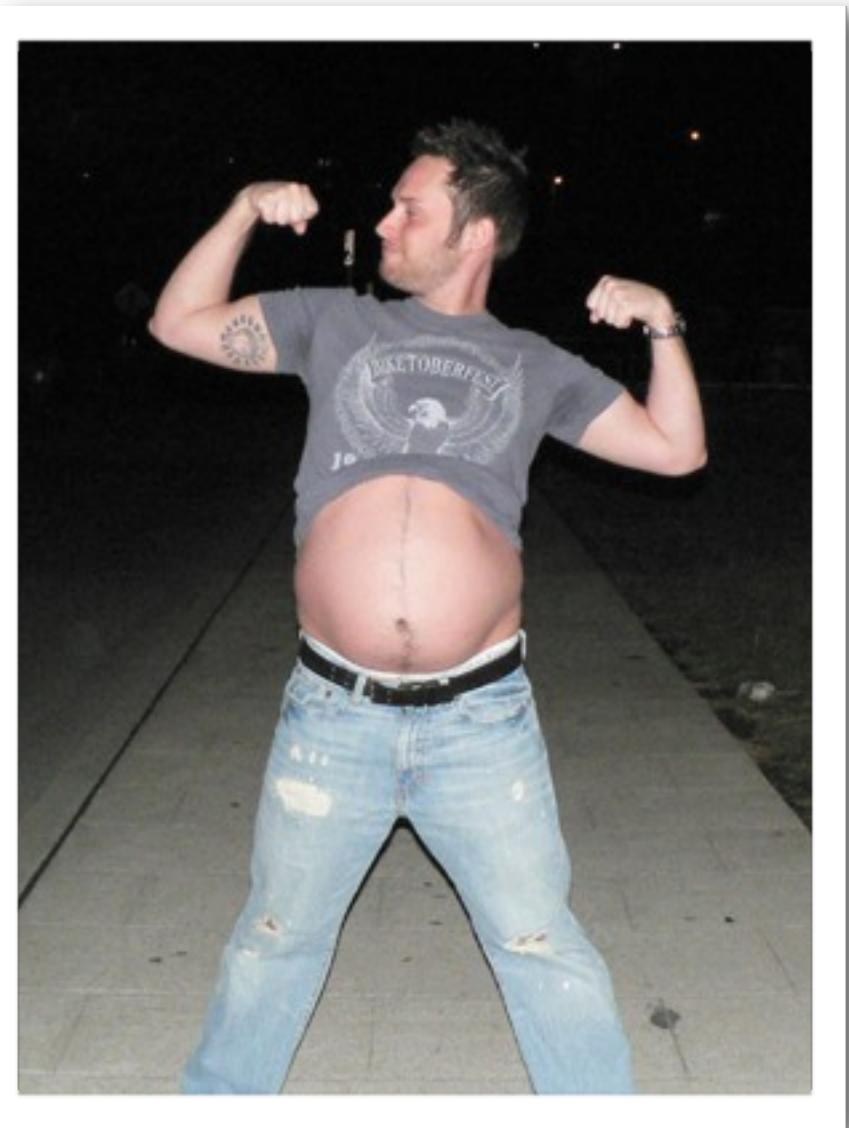
<http://bit.ly/metricscentral>

- ➊ Web analytics tools
- ➋ How Google Insights, Google+ & Google Analytics can move supporters to action
- ➌ Long Tail keywords
- ➍ Improving email open rates
- ➎ Tools to measure influence
- ➏ & dozens of how-tos & tutorials we can't cover in 90 minutes!



Why measure?

Because ‘data is better than gut’



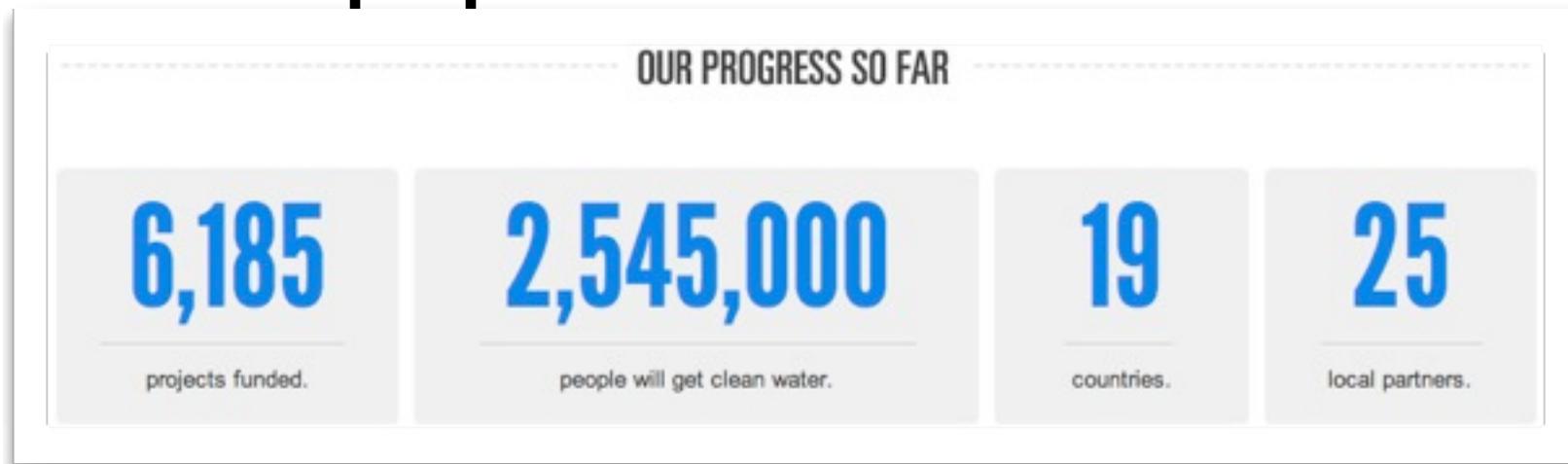
Photos on Flickr by Emran Kassim, left, and Vee Dub (CC-BY)

Why measure?

Internal purposes:

- Inform decision-making about your brand or cause
- Testing messages or products before launch
- Market research into constituents or supporters
- Data about supporters' giving habits

External purposes:



charity: water

3 different flavors of metrics

1. Website rankings

How much traffic are you getting compared with your competitors?

Tools: Quantcast, Alexa, Compete

Paid services: comScore, Hitwise



2. Web analytics

What are your visitors doing on your site?

Tools: Google Analytics, Bit.ly, awstats

Paid services: WebTrends, Omniture

3. Social media/marketing metrics

How are you doing at engaging supporters?

Tools: Facebook Insights, Google Analytics, Twitalyzer, etc.

Paid services: Awareness, Radian6, Alterian

Paid social media services

<http://bit.ly/npmonitoring>

Low-cost monitoring & metrics vendors for nonprofits



trackur



sprout social



uber vu



thrive



researchly



ecairn



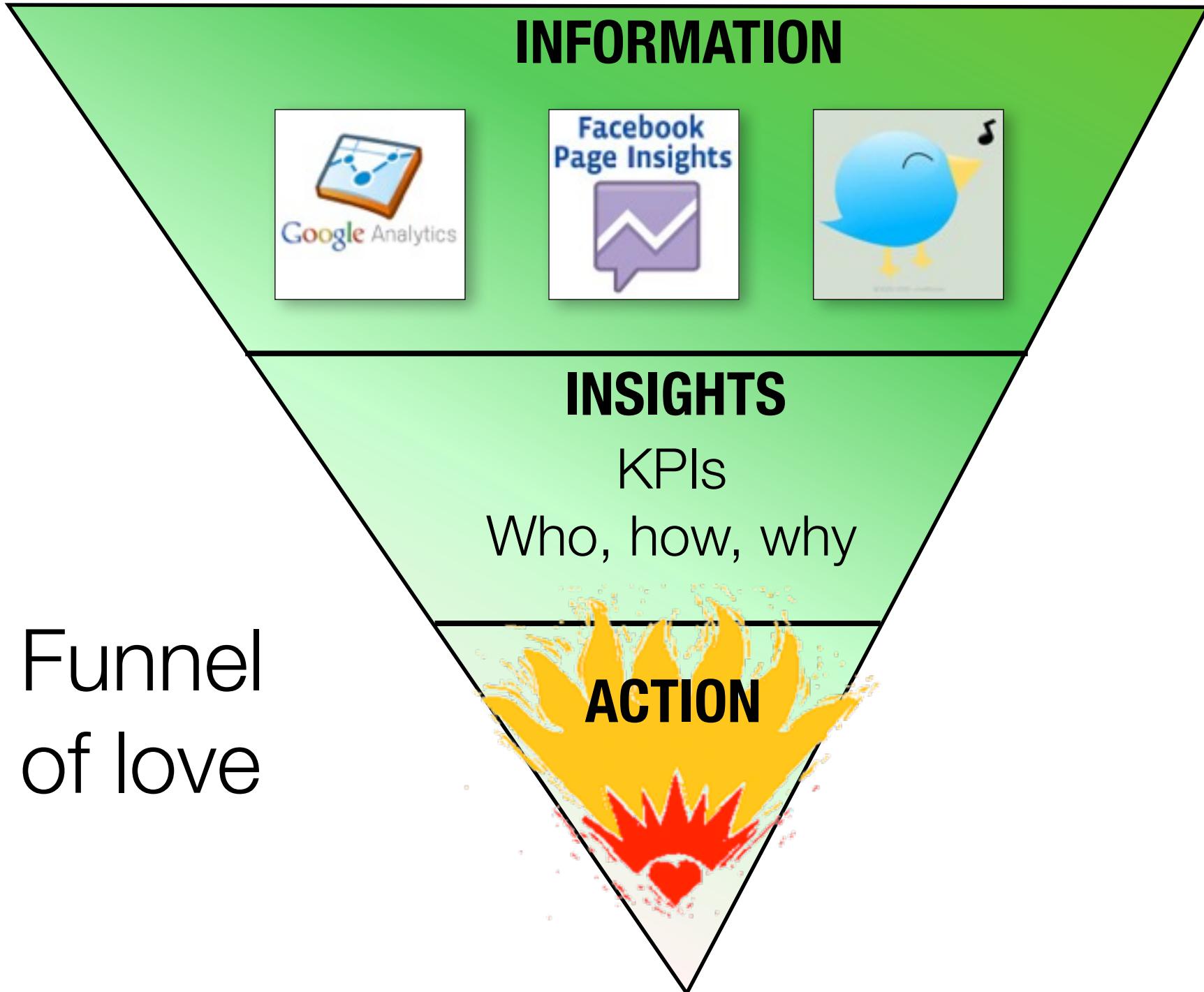
hootsuite



actionly



buzzstream



7 steps to measurement

1. Set your objectives
2. Define your stakeholders
3. Determine which items to measure: your KPIs
4. Create benchmarks (against your competition or your past performance)
5. Pick your measurement tool or technology
6. Turn data into action
7. Analyze the results, refine, begin again



What goes into a metric?

Each measurable goal should have 3 components:

1. A number, such as a stat, percent or dollar figure
2. A variable, like last week, last quarter, stats from the competition, etc.
3. A timeline or date to achieve the goal.



We explain it all for you:

<http://bit.ly/metricscentral>

Make your goals SMART



Map metrics to goals



Business goals/objectives	Things to measure (KPIs)
Grow our list of supporters	# newsletter, RSS subscribers
Increase comments on blog	avg. # comments/post
Increase website visibility	increase in traffic or linkback #s
Increase positive mentions of organization or cause	mentions or pick-ups in blogs & social networks
Have visitors stick around	stick rate, bounce rate
Make our content more viral	# of shares
Get people to take action	# of petition signatures
Get people to attend event	# of registrants, year over year

Metrics tools for your arsenal

CHARITYHOWTO

10 FREE METRICS TOOLS FOR ACTIONABLE ANALYTICS

SEMRush
 **SEMRush** offers a daily summary of your organization's or team members' social media influence, with a ranking that factors in reach and impact on Twitter (metrics such as retweets, follower counts, list memberships), Facebook and LinkedIn. Also look at [Prestedex](#).

Klout
 Klout offers a daily summary of your organization's or team members' social media influence, with a ranking that factors in reach and impact on Twitter (metrics such as retweets, follower counts, list memberships), Facebook and LinkedIn. Also look at [Prestedex](#).

Woopra
 Woopra is a Web analytics tool that provides real-time data about how your users behave. You can see where a visitor came from, her location, the actions she performs and where she goes. We prefer [Bronze \(\\$4.85/mo.\)](#) over the free version.

Social Page Evaluator
 The Social Page Evaluator by Vitae looks at your post quality and the number of people who have liked your Facebook Pages. It shows your effectiveness on Facebook vs. your potential. What makes this killer is that you can adjust your earned media value using a slider.

EdgeRank Checker
 EdgeRank Checker takes you through the process of determining how effective your Facebook Page is in reaching your followers. No download necessary. The higher your EdgeRank score, the more likely it is to be visible on a fan's Top News feed.

Google Analytics
 Google Analytics should be the No. 1 metrics tool in your arsenal. You get super-rich insights into your website traffic and marketing effectiveness — for free. Create better-targeted ads, measure your site-engagement goals, track Web-enabled phones, mobile apps and even social referrals.

Feedburner
 Now owned by Google, Feedburner is the easiest way to roll your own feed. It'll tell you how many people have subscribed to your blog or site. Dig deeper and you'll find your Feed Stats Dashboard, revealing average subscribers, reach, popular feed items and more. Pro Plan at \$6/month is geared to nonprofits.

Facebook Insights
 Facebook Insights resembles Google Analytics in many ways. As a Page admin, your dashboard gives you access to a trove of data: daily active users, monthly active users, daily new likes, daily interactions such as comments, geographic location of your visitors, external referrals, internal link traffic and more.

PostRank
 PostRank provides detailed information on Tweets, stumbles, Digg and FriendFeed all in one place. It's suited to blogs and websites with a lot of content. Under its free plan, you can track and compare your sites and your competition — up to five sites in all — to get the full picture of your social engagement.

Twitalyzer
 There are a wealth of Twitter metrics tools, but the one we like best is Twitalyzer, which works for any Twitter account and gives you information about your impact score (percentile score) and the type of influencer you are, among other things.

Download this PDF: <http://bit.ly/metricstools>

Created by [SocialBrite.org](#)'s team of social media experts

Why keywords are key

Geek out! Search ‘socialbrite.org’ on **semrush.com**

Keyword	Pos	Δ Volume	CPC	URL
sms campaign	1 (1)	320	3.75	 socialbrite.org/201...n-system/
corporate social responsibility examples	1 (1)	320	0.05	 socialbrite.org/201...ne-right/
social media monitoring tools	1 (1)	320	0.05	 socialbrite.org/201...ng-tools/
best online survey tool	1 (1)	260	0.05	 socialbrite.org/201...nprofits/
sms campaigns	1 (1)	210	3.08	 socialbrite.org/201...n-system/
fundraising tools	1 (1)	210	5.17	 socialbrite.org/201...al-media/
social media dashboard	1 (1)	170	0.05	 socialbrite.org/201...rd-tools/
social responsibility examples	1 (1)	170	0.05	 socialbrite.org/201...ne-right/
best online survey	1 (2)	170	2.82	 socialbrite.org/201...nprofits/
virtual meeting	3 (3)	880	8.83	 socialbrite.org/201...services/

What does your site rank for?

Search your own site's keyword juju
on **semrush.com** & **spyfu.com**



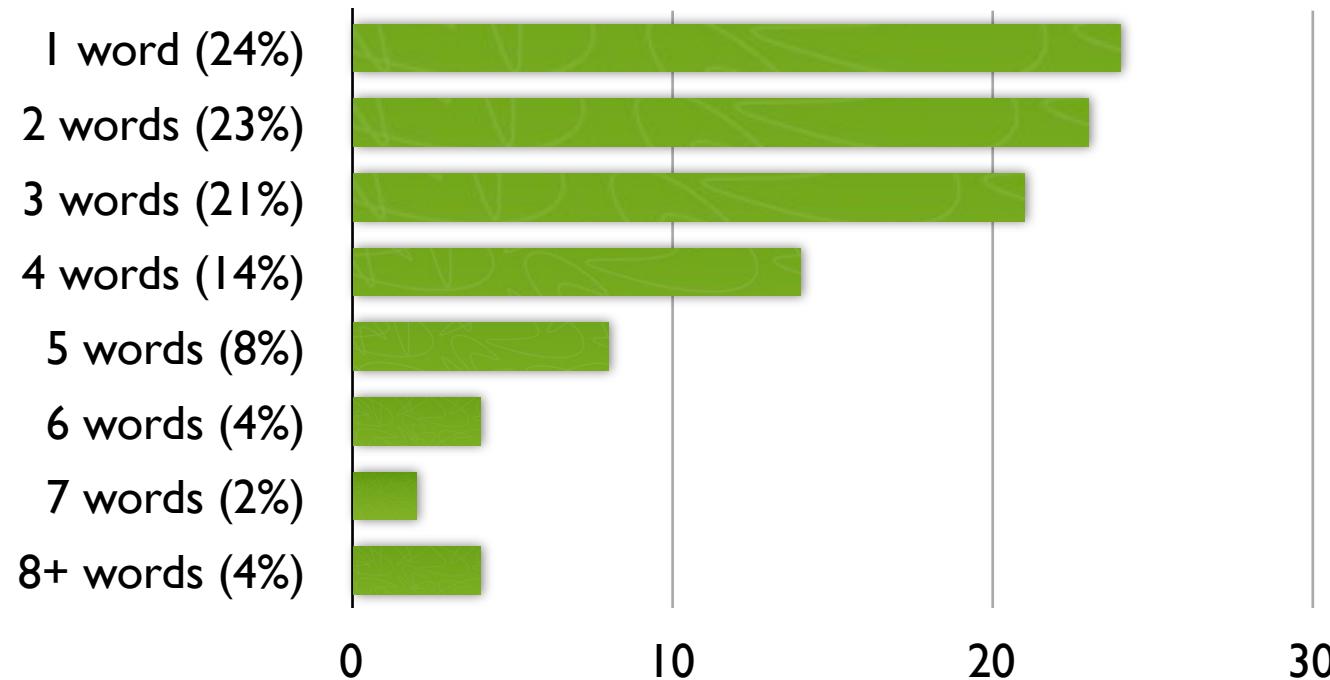
Rise to the top in search

Be strategic in your use of keywords:

-  Create a robust keyword list. You'd be surprised what draws readers.
-  Use all variations of your brand, product or service as keyword terms.
-  Include problem and solution-oriented keywords.
-  Create landing pages that signal what your site is all about.
-  To enhance your site's SEO, use: Google Webmaster Tools, Bing Webmaster Tools, keyword tools at tools.seobook.com, SEOMoz.com
-  More SEO tips at: **<http://bit.ly/npseo>**

Focus on 1- to 4-word phrases

Average global search phrase length:



Source: Experian Hitwise

Where to find your keywords

Keep a list handy & have your staff refer to it

- ⌚ Online and traditional print magazines
- ⌚ Online discussion forums
- ⌚ Online thesauruses
- ⌚ Focus groups, constituent interviews
- ⌚ Online review sites (Yelp)
- ⌚ Blogs & user-generated content
- ⌚ Keywords used by your peers or competitors on their website
- ⌚ Keywords your peers or competitors are buying in pay per click

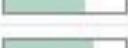
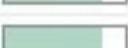


Google Keyword tool

<https://adwords.google.com/o/Targeting/Explorer>

Keyword ideas (800)				
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches <small>(?)</small>	Local Monthly Searches <small>(?)</small>	
<input type="checkbox"/>  book for kids	Medium	1,000,000	673,000	
<input type="checkbox"/>  kids book	Medium	1,000,000	673,000	
<input type="checkbox"/>  childrens books	Medium	1,000,000	673,000	
<input type="checkbox"/>  the childrens book	Medium	1,000,000	673,000	
<input type="checkbox"/>  reading online	Medium	1,220,000	673,000	
<input type="checkbox"/>  online reading	Medium	1,220,000	673,000	
<input type="checkbox"/>  kids books	Medium	1,000,000	673,000	
<input type="checkbox"/>  books for kids	Medium	1,000,000	673,000	
<input type="checkbox"/>  for kids books	Medium	1,000,000	673,000	
<input type="checkbox"/>  the childrens museum	Low	673,000	550,000	
<input type="checkbox"/>  reading books	Medium	823,000	450,000	
<input type="checkbox"/>  stories for children	Medium	1,500,000	368,000	
<input type="checkbox"/>  reading comprehension	Low	823,000	368,000	
<input type="checkbox"/> stories for kids	Medium	1,000,000	301,000	

Google Keyword tool

Keywords	Advertiser Competition	▼ Local Search Volume: October
Keywords related to term(s) entered - sort by relevance		
wildlife		3,350,000
wildlife of		301,000
wildlife fish		246,000
fish and wildlife		201,000
wildlife parks		135,000
wildlife management		110,000
department of wildlife		90,500
wildlife park		90,500
wildlife conservation		60,500
world wildlife		60,500
wildlife biologist		40,500
hunting wildlife		33,100
wildlife animals		33,100
wildlife rescue		33,100
wildlife sanctuary		33,100
national wildlife federation		27,100
wildlife photography		27,100
wildlife resources		22,200

Google Analytics

google.com/analytics

The screenshot shows the Google Analytics homepage with the following elements:

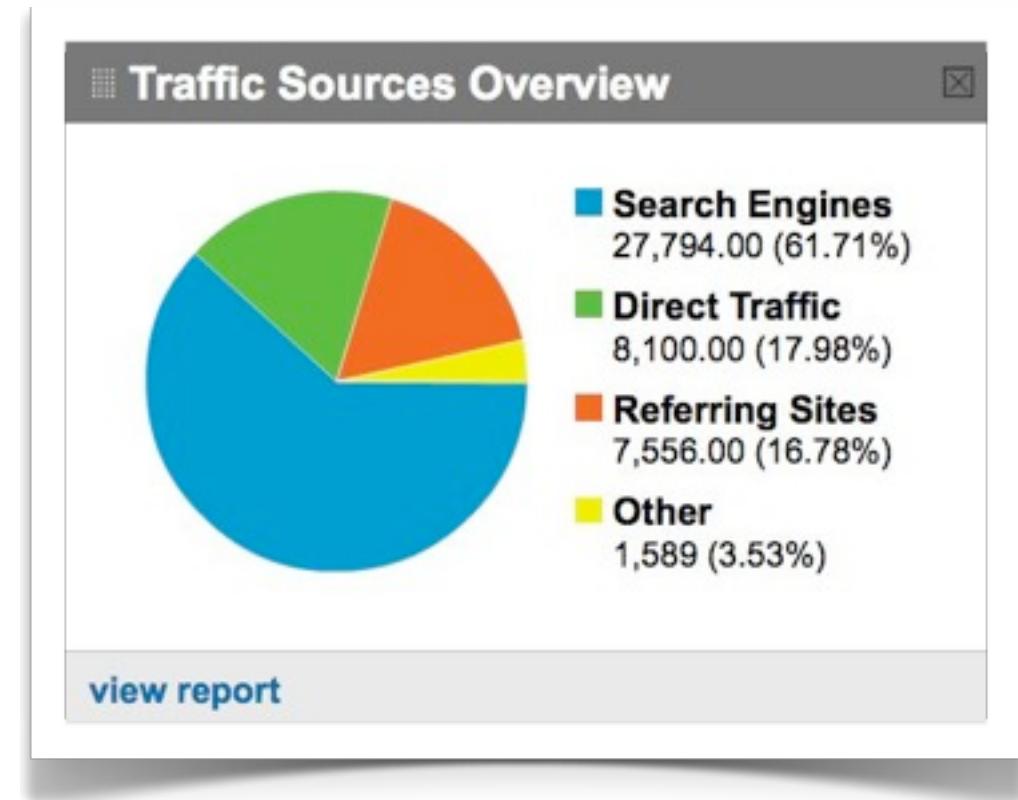
- Header:** "Google Analytics" logo, language selector ("US English"), search bar, and a "Search" button.
- Navigation Bar:** "HOME", "PRODUCT", "SUPPORT", "EDUCATION", "PARTNERS", "DEVELOPERS", and "BLOG".
- Main Content Area:**
 - A large orange banner with the text: "Enterprise-class web analytics made smarter, friendlier and free."
 - A blue call-to-action button: "Access Analytics".
 - A light blue sidebar with the text: "New to Google Analytics? [Sign Up Now](#)".
 - A paragraph describing Google Analytics as an enterprise-class solution for tracking website traffic and marketing effectiveness.
- Feature Cards:**
 - GOALS**: Track sales and conversions. Measure your site engagement goals against threshold levels that you define. (Icon: green circle with a white arrow pointing right).
 - MOBILE TRACKING**: Track web-enabled phones, mobile websites and mobile apps. (Icon: smartphone).
 - DATA EXPORT API**: Integrate business information and develop applications that access Google Analytics data. (Icon: blue cylinder with a green arrow pointing right).

Google Analytics: Key pages

log in to **google.com/analytics**

Let's take a tour of:

- Visitors Overview
- Demographics
- Social Actions
- Traffic sources
- Content
- Conversions > Goals



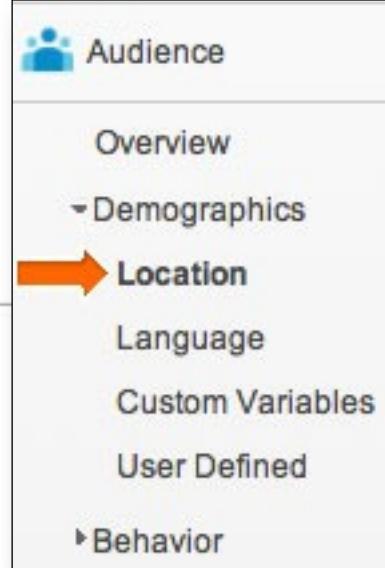
Start with the big picture

Visitors Overview



What countries?

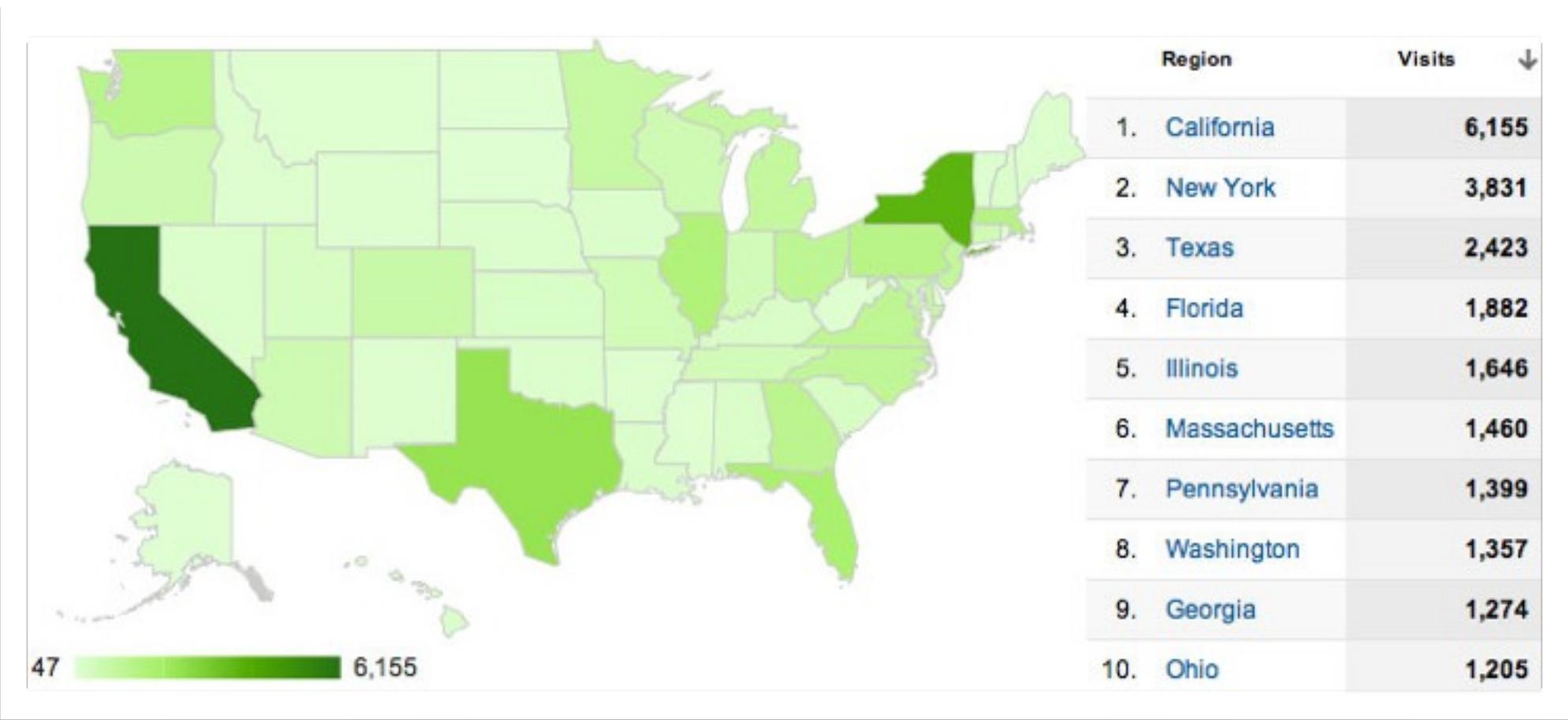
Audience > Demographics > Location



Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. United States	39,450	1.39	00:03:28	78.58%	68.30%
2. United Kingdom	6,577	1.27	00:02:51	83.67%	71.72%
3. Canada	4,823	1.32	00:03:12	79.95%	69.31%
4. India	4,653	1.23	00:02:09	86.93%	79.78%
5. Australia	2,643	1.26	00:02:56	83.13%	72.34%
6. Philippines	2,100	1.30	00:01:38	88.81%	83.29%
7. Germany	1,305	1.29	00:03:41	74.02%	73.79%
8. Indonesia	1,284	1.16	00:01:08	91.20%	87.15%
9. Netherlands	1,231	1.24	00:03:15	81.56%	69.54%
10. Malaysia	1,188	1.16	00:01:56	79.04%	85.27%

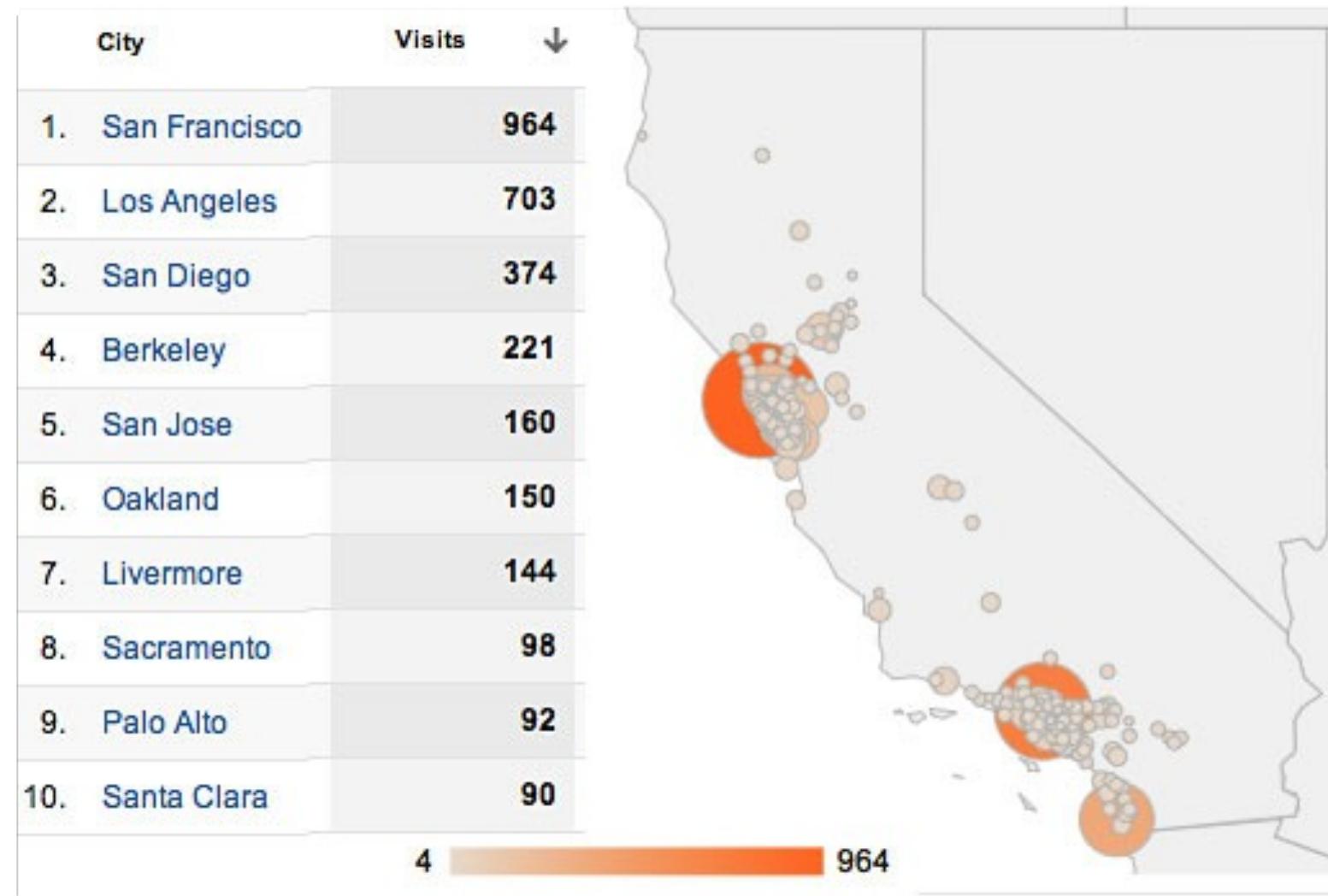
What states?

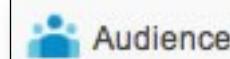
Audience > Demographics > Location > click on USA



What cities?

Audience > Demographics > Location > click on a state





- Overview
- ▶ Demographics
- ▶ Behavior
- ▶ Technology
- ▼ Social
- Engagement
- Action**
- Pages
- ▶ Mobile

Social Actions

Audience > Demographics > Social > Action



Social Actions

267

% of Total: 100.00% (267)

Unique Social Actions

217

% of Total: 100.00% (217)

Actions Per Social Visit

1.23

Site Avg: 1.23 (0.00%)

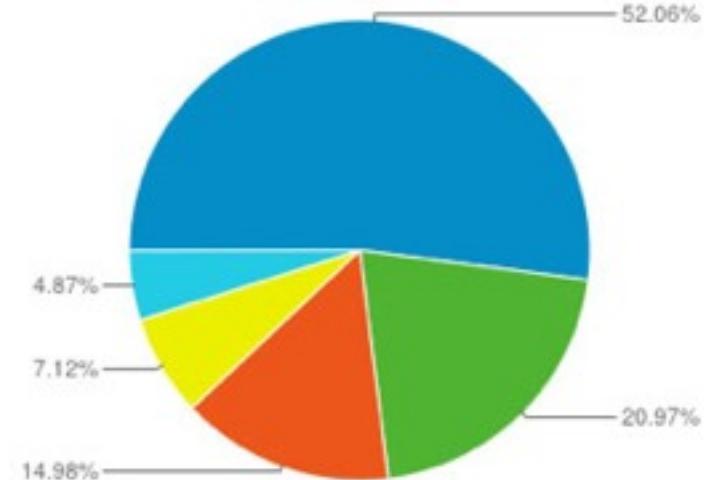
Social Source and Action

Social Actions

Contribution to total:

Social Actions

1. ■ ShareThis_twitter : Share	139	52.06%
2. ■ Google : +1	56	20.97%
3. ■ ShareThis_Email : Share	40	14.98%
4. ■ ShareThis_twitter : Follow	19	7.12%
5. ■ ShareThis_facebook : Share	13	4.87%



Show rows: 10 Go to: 1 1 - 5 of 5

This report was generated on 3/20/12 at 10:59 PM - Refresh Report

Overview

▶ Demographics

▶ Behavior

▶ Technology

▼ Social

Engagement

Action

 Pages

▶ Mobile

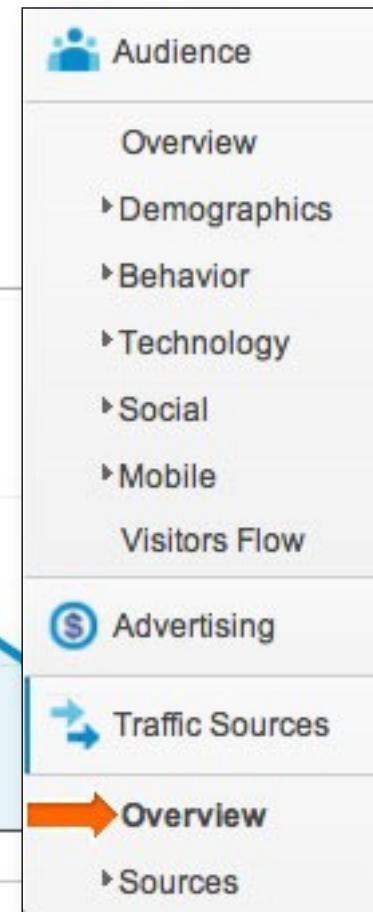
Social Pages

Audience > Demographics > Social > Pages

	Total	1. ShareThis_twitter : Share	2. Google +1	3. ShareThis_Email : Share
Social Entity	Social Actions ↓	Social Actions	Social Actions	Social Actions
1. http://www.socialbrite.org/	33	11	0	19
2. http://www.socialbrite.org/2012/03/08/11-ways-facebook-timeline-changes-your-content-strategy/	13	5	4	3
3. http://www.socialbrite.org/2011/01/11/guide-to-free-social-media-monitoring-tools/	10	3	5	0
4. http://www.socialbrite.org/2012/02/13/6-ways-to-tell-your-stories-with-data/	10	7	2	0
5. http://www.socialbrite.org/2010/11/09/top-10-social-media-dashboard-tools/	8	3	3	0
6. http://www.socialbrite.org/2012/02/22/3-secrets-to-raising-big-bucks-online/	8	4	2	1
7. http://www.socialbrite.org/2012/02/21/online-friends-are-the-new-news-authorities/	6	4	2	0
8. http://www.socialbrite.org/2012/03/07/how-you-can-show-support-on-international-womens-day/	6	3	3	0
9. http://www.socialbrite.org/2011/12/27/45-hashtags-for-social-change/	5	4	0	0
10. http://www.socialbrite.org/2012/02/23/the-best-tools-for-advocacy-campaigns/	5	1	3	1

Traffic sources

Traffic Sources > Overview



86,514 people visited this site



- **75.80% Search Traffic**
65,579 Visits
- **10.44% Referral Traffic**
9,033 Visits
- **10.82% Direct Traffic**
9,363 Visits
- **2.93% Campaigns**
2,539 Visits

Search traffic: traffic you get from search engines

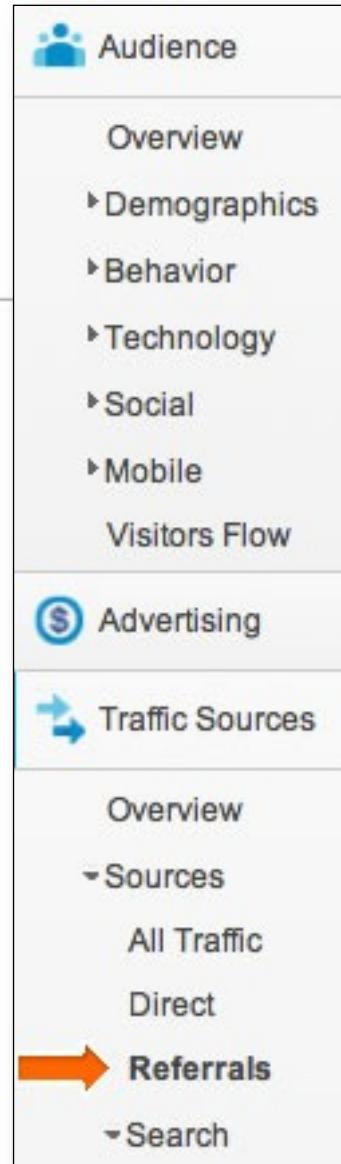
Referral traffic: traffic you get from other sites

Direct traffic: visitors coming by tying in your url or through bookmarks

Social referral traffic

Traffic Sources > Sources > Referrals

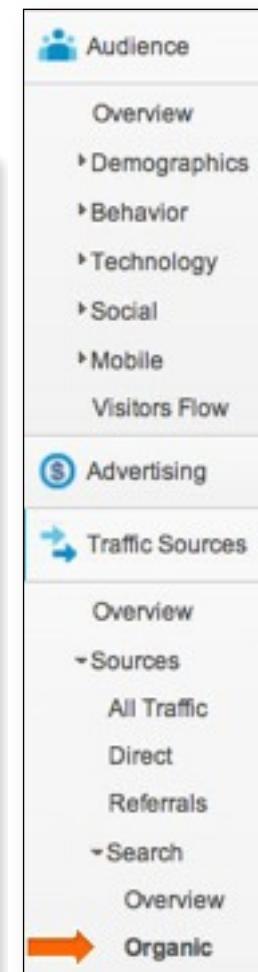
Source	Visits	Pages/Visit	Avg. Time on Site
1. facebook.com	1,351	1.29	00:02:48
2. t.co	1,334	1.21	00:02:41
3. socialmedia.biz	1,329	1.93	00:06:38
4. google.com	652	1.40	00:00:40
5. scoop.it	214	1.27	00:02:26
6. hootsuite.com	198	1.55	00:02:31
7. 36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	88	1.65	00:06:48
8. linkedin.com	87	1.94	00:04:05
9. gettingattention.org	86	1.22	00:11:06
10. pinterest.com	81	1.26	00:00:48



Keywords attracting traffic

Traffic Sources > Sources > Search > Organic

Keyword	Visits ↓	Keyword	Visits ↓
1. (not provided)	19,266	11. facebook plugins	238
2. corporate social responsibility examples	880	12. examples of social responsibility	214
3. social media dashboard	820	13. free social media monitoring tools	204
4. twitter	655	14. storytelling examples	192
5. examples of corporate social responsibility	576	15. socialbrite	188
6. story telling example	399	16. good hashtags	186
7. social media monitoring tools	347	17. media strategy example	180
8. facebook	313	18. examples of csr	126
9. csr examples	266	19. social media dashboards	118
10. social responsibility examples	246	20. corporate social responsibility example	116



Keep track of traffic referrals

Write down **keywords & key referrers**

1 Keyword traffic referrals

- 2 Use this form to track the top 20 keyword phrases triggering visits to your site or blog. Use Google Analytics each month to chart them.
- 3 Identify your key phrases at: <https://adwords.google.com/o/Targeting/Explorer>

4	2012						
5	KEYWORD PHRASE	url	JAN	FEB	MARCH	APRIL	MAY
6	7 Example 1: social media dashboard	http://www.socialbrite.org	518	574	744	810	
8							
9							
10							
11							
12							
13							
14							

See your handouts at:

<http://bit.ly/charityhowto-metrics>

What content is most popular?

Content > Overview

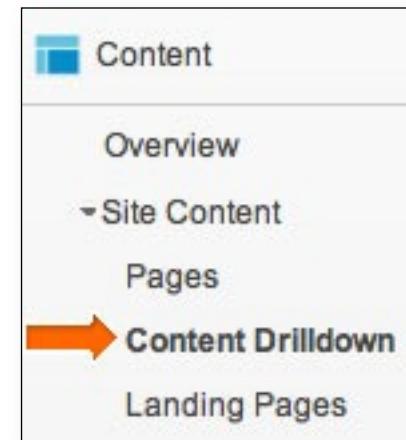
Page	Pageviews	% Pageviews
1. /2010/04/22/4-examples-of-corporate-social-responsibility-done-right/	10,782	9.35%
2. /2011/01/11/guide-to-free-social-media-monitoring-tools/	6,814	5.91%
3. /2010/11/09/top-10-social-media-dashboard-tools/	6,304	5.47%
4. /2010/11/19/10-beautiful-wordpress-themes-for-nonprofits/	5,219	4.53%
5. /	4,862	4.22%
6. /2011/01/19/comparison-top-web-conferencing-services/	3,725	3.23%
7. /sharing-center/glossary/	3,287	2.85%
8. /2011/04/21/8-great-examples-of-nonprofit-storytelling/	2,125	1.84%
9. /2010/05/28/19-tools-for-fundraising-with-social-media/	2,070	1.80%
10. /2010/09/16/5-top-online-survey-tools-for-nonprofits/	2,002	1.74%

-  Audience
 - Overview
 - ▶ Demographics
 - ▶ Behavior
 - ▶ Technology
 - ▶ Social
 - ▶ Mobile
- Visitors Flow
-  Advertising
-  Traffic Sources
 - Overview
 - ▶ Sources
 - ▶ Search Engine O
-  Content
-  Overview
 - ▶ Site Content

Check your landing pages

Content > Site Content > Content Drilldown

Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page
1. /2010/	40,396	37,021	00:15:01
2. /2011/	31,102	28,558	00:12:40
3. /sharing-center/	14,802	12,459	00:04:42
4. /2012/	11,494	10,466	00:09:04
5. /tag/	4,874	4,193	00:03:01
6. /	4,862	4,239	00:02:49
7. /2009/	2,159	1,971	00:06:22
8. /services/	811	682	00:01:38
9. /cause-organizations/	661	603	00:16:06
10. /videos/	538	448	00:02:02



What nav links are working?

Content > In-Page Analytics

The screenshot shows the Socialbrite homepage with various navigation links and their click-through rates:

- Socialbrite
- 16
- 319
- + New
- 12% (highlighted)
- 10%
- 6.8%
- 1.2%
- 4.5%

Navigation menu:

- Home
- Services
- About
- Experts
- Tools
- Search

Below the menu, there's a grid of images with their click-through rates:

Image	Clicks (%)
Woman's face	0.0%
Child's face	2.0%
Facebook logo	4.6%
Man's face	1.6%
Book cover	3.8%

A note at the bottom states: "~26% Clicks below ↓".

On the right side, there's a sidebar titled "Social media consumer" with a list of items:

- Content
- Overview
- Site Content
- Site Speed
- Site Search
- Events
- Overview
- Top Events
- Pages
- AdSense
- In-Page Analytics

An orange arrow points to the "In-Page Analytics" link.

Establish calls to action

Conversions > Goals

Goals >

Goals (set 1): Goal 1

General Information

Goal Name: Contact Form Submitted
 Active Inactive

Goal Type: URL Destination
 Time On Site
 Page/Visit
 Event

Goal Details

Goal URL: /thankyou.html

e.g. For the goal page <http://www.mysite.com/thankyou.html> enter/thankyou.html. To help you verify that your go see the tips [here](#).

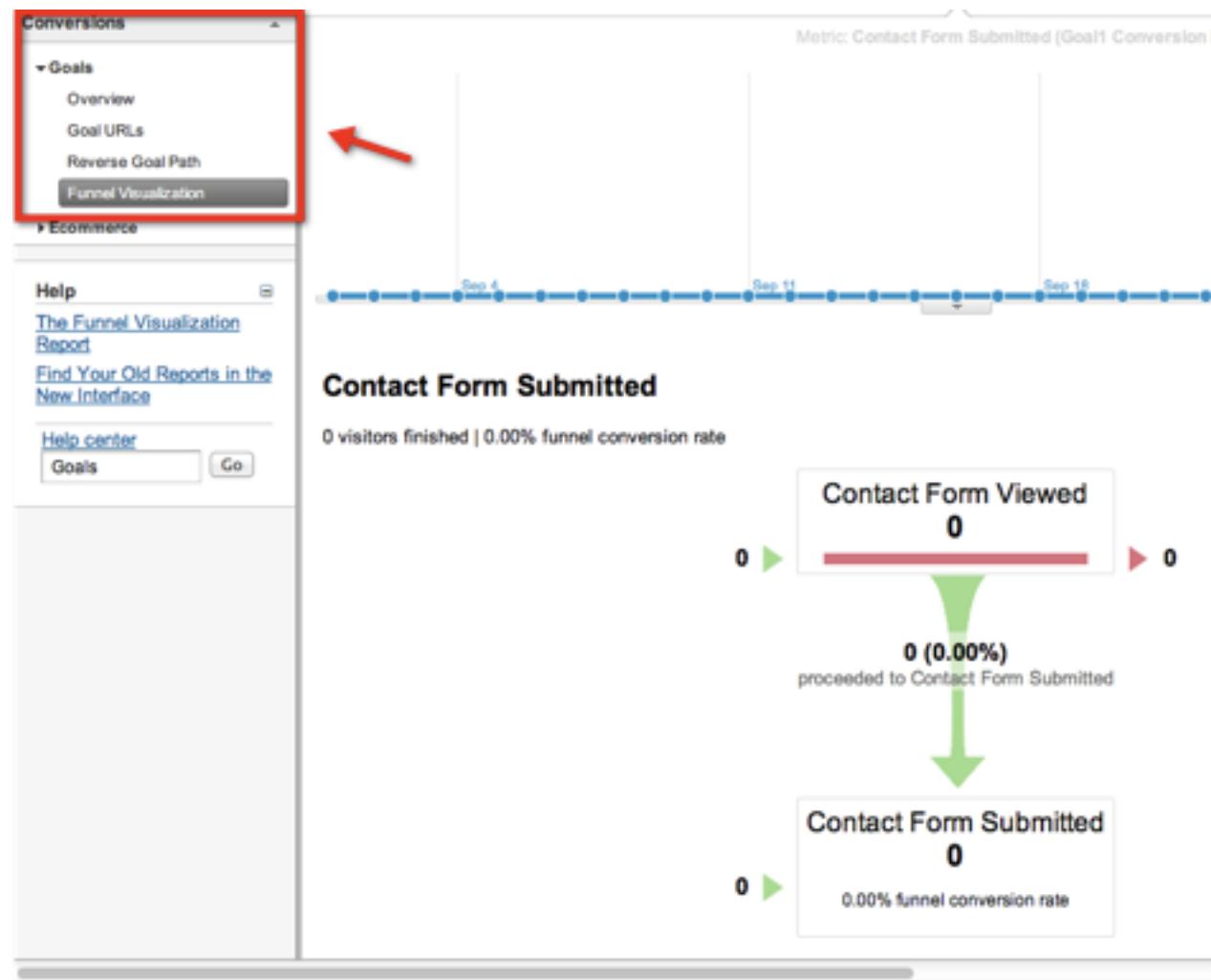
Match Type: Exact Match

Case Sensitive:



Are your goals being met?

Conversions > Goals > Funnel Visualization



Google Analytics cheat sheet

CHARITYNOWTODAY

Getting the most out of Google Analytics



1. Set-up & log-in

If your nonprofit doesn't have Google Analytics set up for your site or blog, see this [Mashable primer](#) on setting up the code.

When you're good to go, you can log in to Google Analytics at <https://www.google.com/analytics/>

2. Explore your report

Audience: This provides a lot of info about the people coming to your site, including where they're located geographically, what language they speak, how often they visit your site, how many are coming through mobile devices and what computers and browsers they use to get there.

Traffic sources: Here you'll find info about how people arrived on your site, from search engines or referring sites. You can track which sites link to your page and which search keywords people use to find you.

Content: Probably the key area of Google Analytics, this tab gives you insight into specific pages on your site. It'll show you the pages and posts that attracted people, where they exited, your site speed and more.

Also under the Content tab, look at In-Page Analytics to see "hot spots" on your site. What are the links, images and buttons that people are actually clicking on?



Conversion: Take advantage of the "Goals" subsection. Want to see whether people are clicking through on the landing page to register for your newsletter or donate to your campaign? Here you'll find data about desired actions from users, including downloads, registrations, purchases.

Ecommerce: You'll only need this tab if you're selling items on your site. It houses all merchandise, transaction and revenue generation.

3. Act on your findings

Use the email button at the top of all reports to email a summary to you or others (we recommend the PDF version once a week). Click "Add to Dashboard" to add a shortcut in the sidebar, and click "View Report" to get full details. Issue regular reports to key decision-makers.

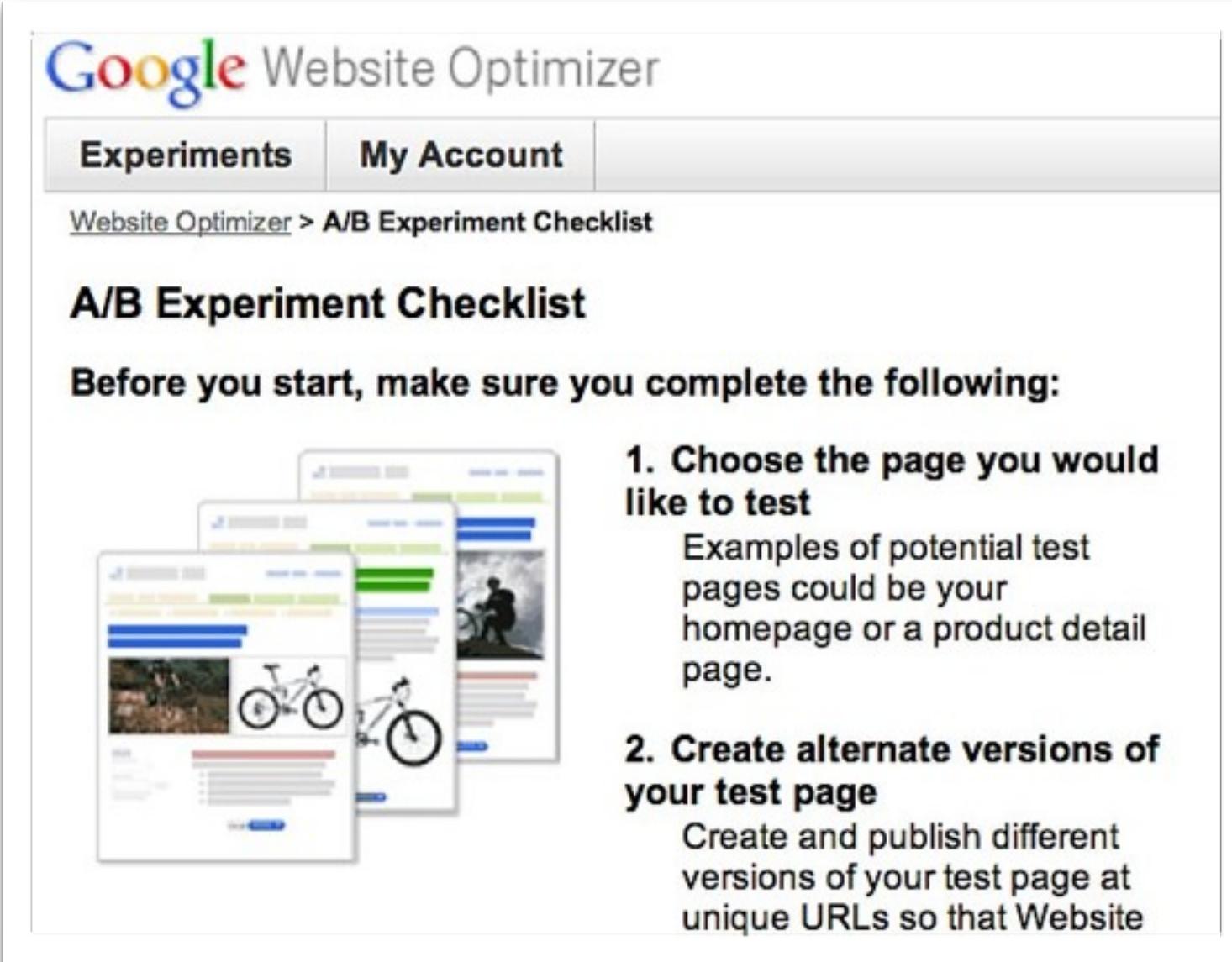
But don't stop there. Make recommendations on programs, initiatives, campaigns and more based on what the data tell you.

Download this Tidy: <http://bit.ly/GA-for-nonprofits>

Created by [SocialBrite.org](#)'s team of social media experts

A/B landing page testing

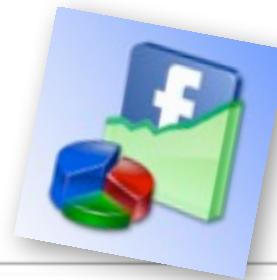
google.com/websiteoptimizer



The screenshot shows the Google Website Optimizer dashboard. At the top, there's a navigation bar with the Google logo and the text "Website Optimizer". Below it, two tabs are visible: "Experiments" (which is selected) and "My Account". Underneath the tabs, a breadcrumb navigation shows "Website Optimizer > A/B Experiment Checklist". The main content area is titled "A/B Experiment Checklist" and contains the following text: "Before you start, make sure you complete the following:". To the left of this text is a small graphic showing three versions of a website page for a bicycle, each with different design elements highlighted in blue, green, and red.

- 1. Choose the page you would like to test**
Examples of potential test pages could be your homepage or a product detail page.
- 2. Create alternate versions of your test page**
Create and publish different versions of your test page at unique URLs so that Website

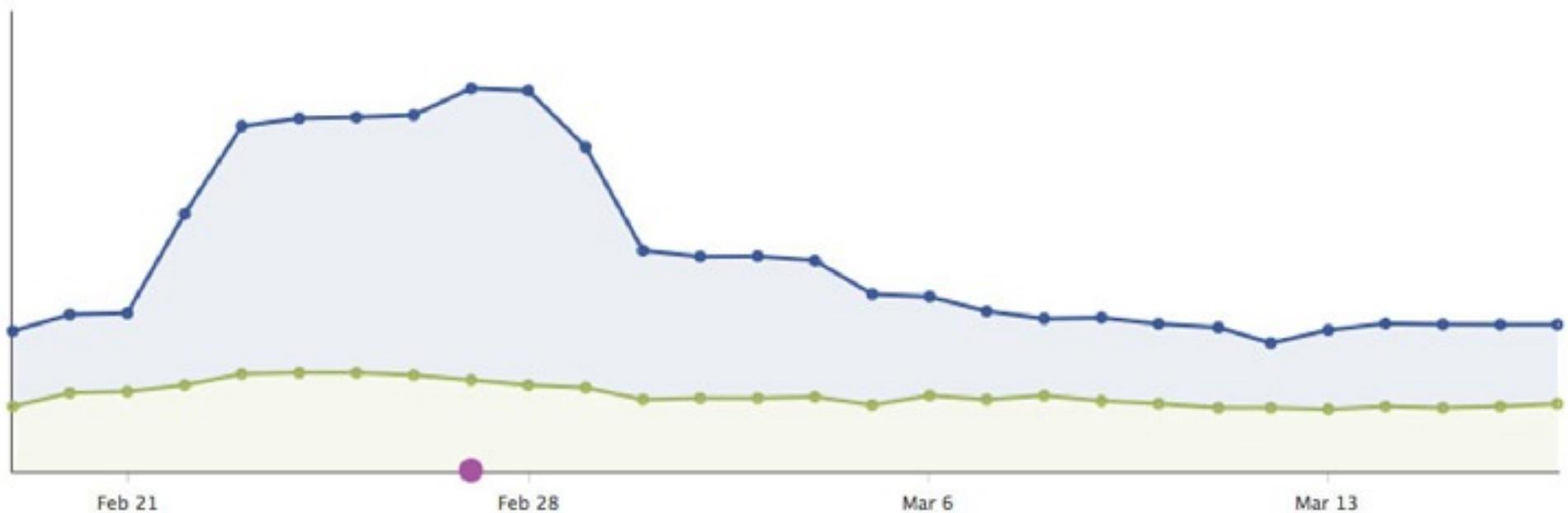
Facebook Insights



Overview: Log into your own account!

Total Likes? Friends of Fans? People Talking About This? Weekly Total Reach?
2,363 0.98% **1,435,677** 1.69% **36** 0% **906** -0.66%

Posts? People Talking About This? Weekly Total Reach?



Posts with the most reach

Sort by Date, Reach, Engaged Users & more

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
2/27/12	Want to know what goes into a ...	585	30	9	1.54%
1/30/12	Sorry we've been quiet! Shonali ...	379	10	3	0.79%
1/19/12	Socialbrite's Lauren Major takes ...	293	7	3	1.02%
12/6/11	Woohoo! Socialbrite is now feat...	214	10	6	2.8%
12/2/11	Great guest post today from @S...	236	11	3	1.27%
11/18/11	How is your nonprofit using dat...	249	8	4	1.61%
11/18/11	Some great examples of nonpro...	206	8	1	0.49%
11/12/11	Are you on Twitter? Come find ...	201	9	2	1%
11/10/11	Do you know about the Non-pr...	201	8	1	0.5%
11/8/11	Our very own J. D. Lasica will be...	256	3	1	0.39%
11/7/11	How the new Facebook Insights ...	303	8	4	1.32%

Who likes your page

Demographics & location of Likes

Overview Likes Reach Talking About This Check-Ins

02/19/2012 – 03/17/2012 ▾ Export Data ⚙️

People Who Like Your Page (Demographics and Location) See Likes

Gender and Age?

Gender	Age Group	Percentage
Female 56%	13-17	0.13%
	18-24	4.9%
	25-34	19%
	35-44	18%
	45-54	9.8%
	55+	4.1%
Male 42%	13-17	0.13%
	18-24	4.6%
	25-34	15%
	35-44	11%
	45-54	7.0%
	55+	4.4%

Countries?

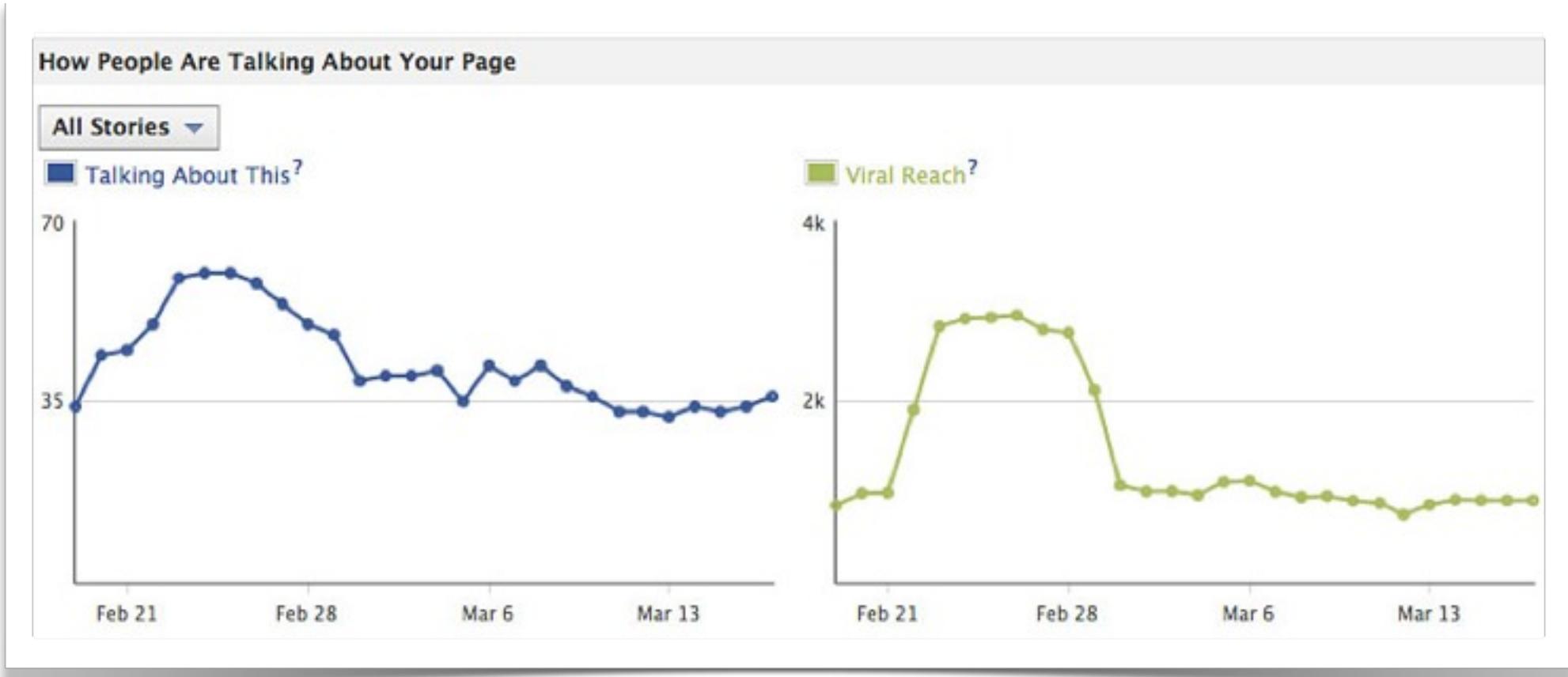
1,397 United States of America	90 San Francisco, CA	1,860 English (US)
104 Canada	65 New York, NY	239 English (UK)
77 India	60 Los Angeles, CA	38 Spanish
74 United Kingdom	57 Washington, DC	37 German

Cities?

Languages?

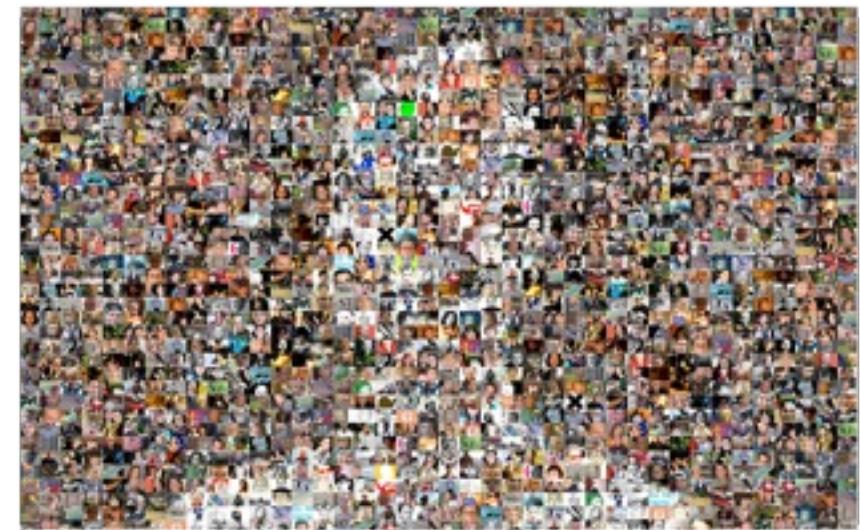
People Talking About This

Try to stoke more engagement



How to get more engagement

- ➊ Keep your posts short & simple
- ➋ Post visually appealing content
- ➌ Include calls to action, including Shares
- ➍ Ask questions the right way
- ➎ Use fill-in-the-blank posts
- ➏ Be topical & relevant
- ➐ Make it easy to share *outside* of Facebook



Check your EdgeRank

Facebook rewards conversation, punishes ‘bullhorn updates’

The screenshot shows a web page titled "EdgeRank Checker". At the top, there are "Like" and "Tweet" buttons. On the right, there is a logo for "SBN". The main content area has a heading "Check your Facebook Page's EdgeRank in 5 Quick Steps!". Below this, five numbered steps are listed in boxes:

- 1 Start by [clicking here to see your Facebook Insights Dashboard](#). Click "View Insights" beneath the Page you would like to check.
[Help! Screenshot](#)
- 2 In the upper right hand corner of the page is a button 'Export', click this button.
[Help! Screenshot](#)
- 3 Select 'Comma-Separated (CSV)' & then click the button 'Download'. Save the file to your computer.
[Help! Screenshot](#)
IMPORTANT STEPS!
- 4 Select the button 'Browse' below & select the CSV you downloaded from Facebook.
[Help! Screenshot](#)
- 5 The final step is to click the button 'Upload' & find out your estimated EdgeRank!
[Help! Screenshot](#)

Below the steps, there is a section for "EdgeRank Score" with a text input field containing "/Users/jdlasica/Desktop/Fa" and a "Browse..." button. There is also an "Upload" button and a link "Considered about privacy? Read our stance.".

On the right, there is a section titled "How do we determine EdgeRank?" which contains the following text:

Facebook defines EdgeRank as a mathematical equation:
 $Affinity \times Weight \times Time Decay = EdgeRank$
Comparing a multitude of Facebook Pages Insights, we began to discover a trend between several data sets. We began working on an algorithm that is admittedly a work in progress that is tweaked often to reflect the most accurate representation of EdgeRank on the internet.

<http://bit.ly/edgerank-checker>

Guide to Facebook Insights

facebook

Facebook Page Insights

Product Guide for Facebook Page owners

Businesses will be better in a connected world. That's why we connect 800M people and their friends to the things they care about, using social technologies that drive business growth. Pages are where you connect with people.

With Pages Insights, you can:

- Understand the performance of your Page;
- Learn which content resonates with your audience; and
- Optimize how you publish to your audience so that people will tell their friends about you.



Get started 2
Understand the overall performance of your Page 4
Optimize how you publish to your audience 6
Learn more about your audience 9
Conclusion: Focus on engaging your audience 15

15-page handout
for Facebook
developers by Facebook

Metrics of network effect

Metrics dashboard in give2gether.com

Invitation Statistics for "Giving Lavi Life"

[Download CSV File](#)

User	Personal Donations (\$)	Network Donations (\$)	Sent Invitations	Invitations Conversion Rate	Visitors
Ron Rosenberg <ron.rosenberg@give2gether.com>	18.00	3238.00	162	17.28%	28
noa siboni <noasibony@bezeqint.net>	92.00	3129.00	564	4.26%	24
Arnon Shafir <aron@give2gether.com>	72.00	2815.00	1764	6.07%	107
Sigal Srur <sigal.srur@888holdings.com>	20.00	1208.00	192	10.42%	20
tomer grinbaum <tomergrin@gmail.com>	250.00	799.00	1202	4.24%	51
Hanan Gelbendorf <hanan.gelbendorf@give2gether.com>	10.00	713.00	210	10.00%	21
Dan Mano <dan.mano@888holdings.com>	88.00	571.00	1283	6.16%	79

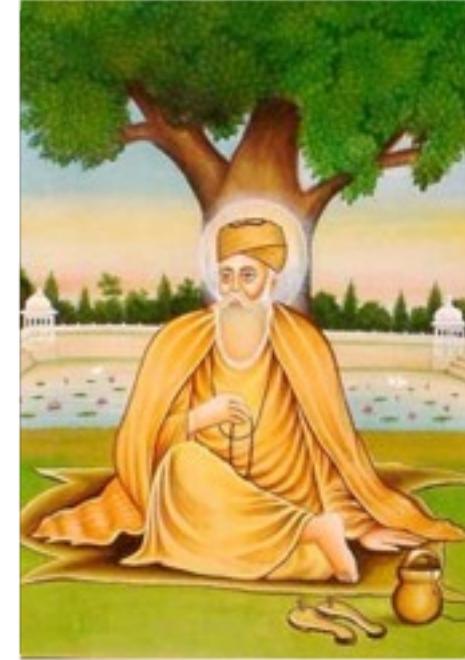
Twitter analytics



- ➊ **Twitalyzer** tells you the type of influencer you are and whom you're influencing.
- ➋ **Twittercounter** lets you count registrations and comments on a particular campaign you're running.
- ➌ **Klout, Twitterholic & Twittorati** assess your impact.
- ➍ **tweetreach** offers reach metrics, statistics and analysis for marketing and PR pros.
- ➎ **Retweetrank** measures how often you get retweeted.
- ➏ **Tweeteffect** determines which tweets make you lose or gain followers.
- ➐ **Grader.com** is a paid suite of tools that helps you measure and analyze your marketing efforts.

Set up a metrics program

1. Get buy-in at the top
2. Identify a Chief Metrics Guru & give him or her support
3. Interview stakeholders across depts. to identify key goals & target audiences
4. Create internal document that ties these goals to specific KPIs you can track
5. Identify tools to use and begin tracking
6. Print out monthly reports, circulate among key execs and managers. Make this a part of someone's job. (Watch her evolve from Chief Metrics Guru to Number-Crunching Superstar.)
7. Spend time analyzing the data & drawing conclusions
8. Refine and fine-tune



Use data to tell your story

Transparency at the Indianapolis Museum of Art



<http://dashboard.imamuseum.org/>

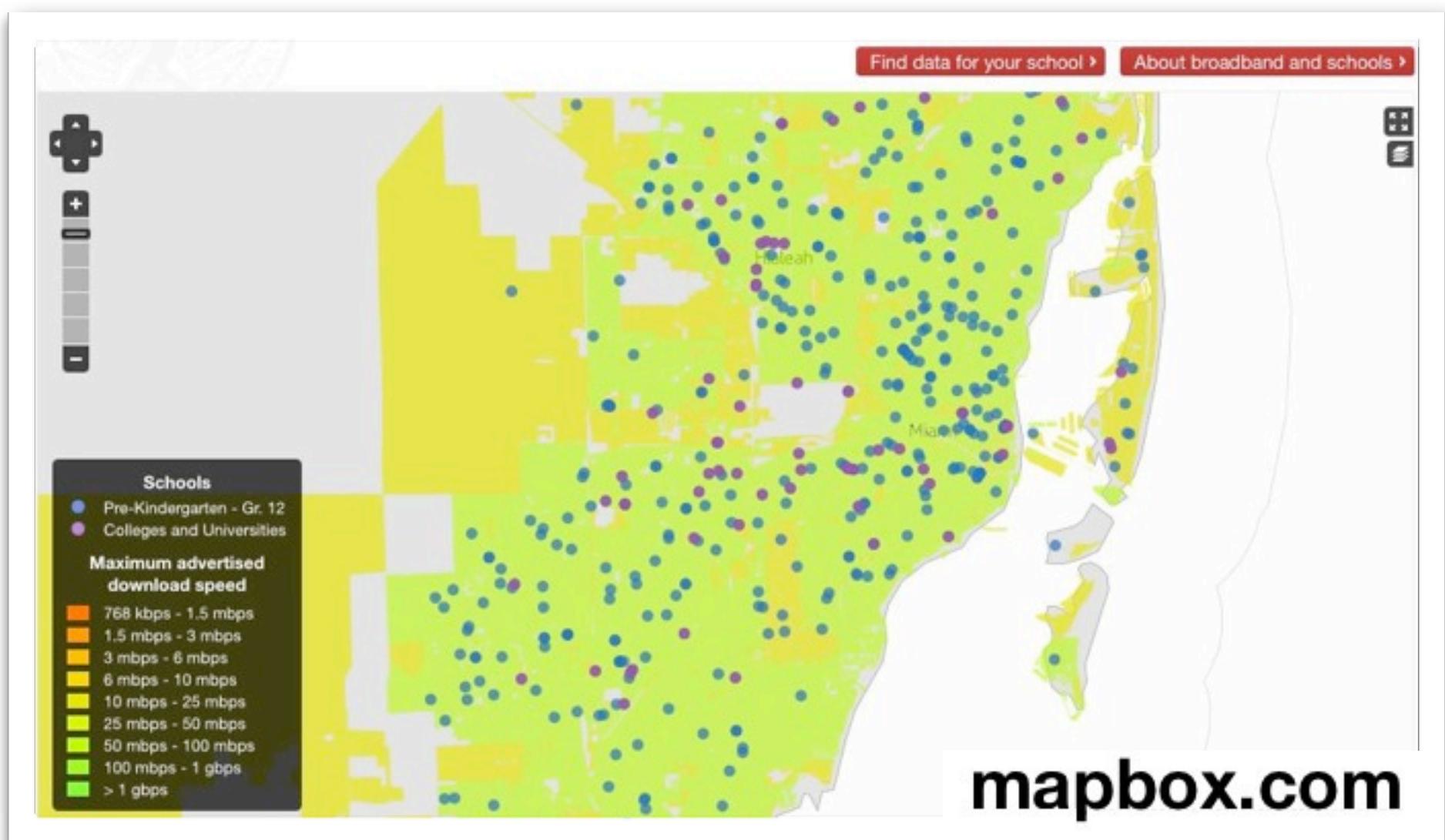
Descry Project's Obesity Epidemic

<http://bit.ly/obesityepi>



Map mashups with open data

Broadband speeds at schools & colleges in Miami



Data worksheet

Worksheet: Make your data work for your nonprofit

Question**Priority****Where is the data located? What is our goal?****Marketing**

How many more people looked at our website this month compared to last? Which pages?

How many new friends/fans do we want this month?

Email subscribers/opens/click-thru rates

Programs & services

Which programs grew the most last year?

What are our client demographics compared to last year?

Do participants take part in more than one program?

Development

How do we measure donor giving potential?

What are our donor demographics?

Are our current or potential donors using social media? Which channels?

Which appeals/which segments work best?

But don't go overboard

Ultimate pie chart

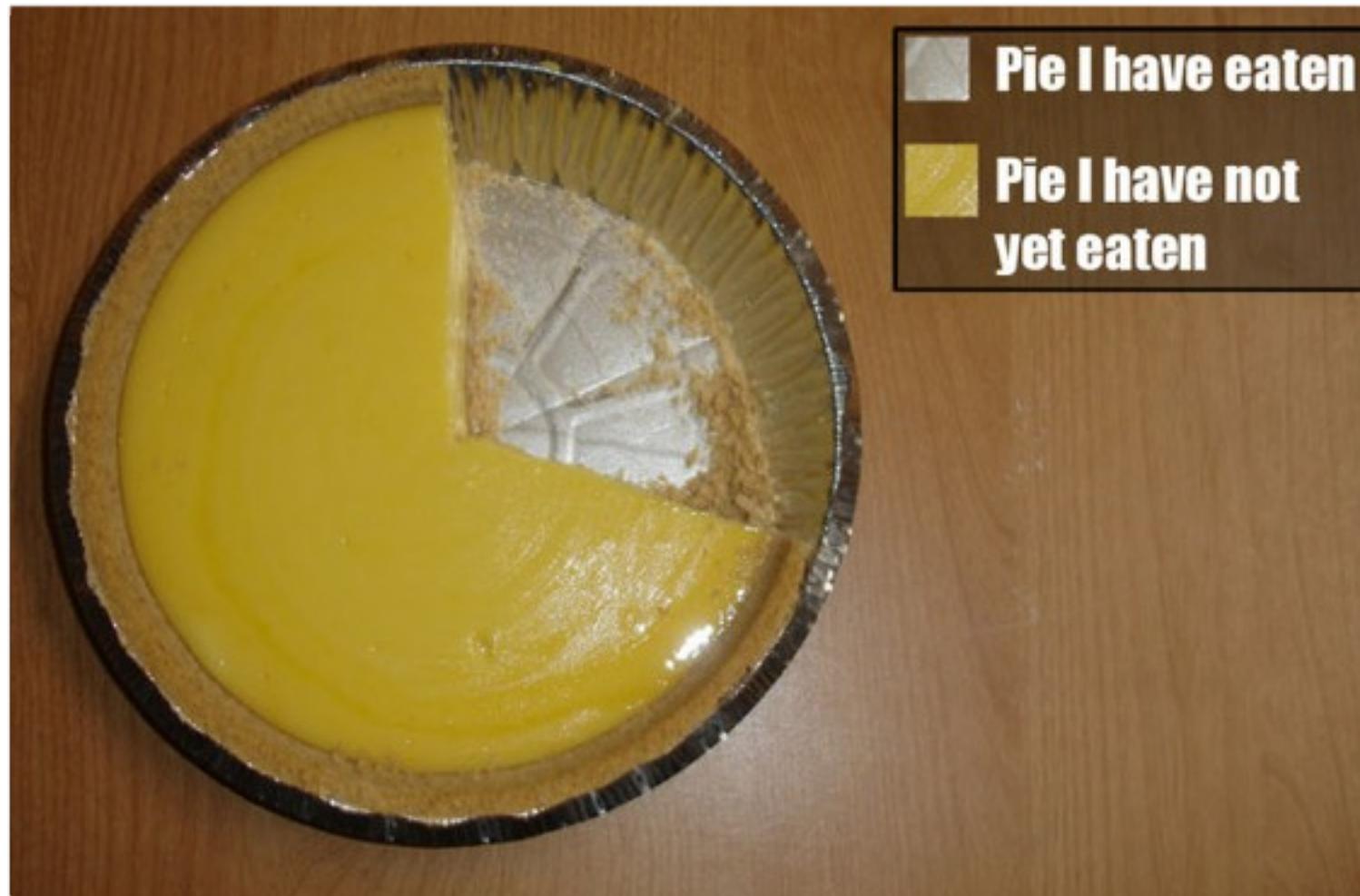


Chart by Laszlo Thoth (CC BY NC SA)

Metrics tools

-  **Keyword finders:** Google Keyword Tool, Google Trends, SEOBook.com, Spyfu
-  **Maps:** MapBox.com, Schmap.it, BatchGeo, OpenHeatMap.com
-  **Influence:** Klout, PeerIndex
-  **Visualizations:** Wordle.net, Visual.ly, Tableau, manyeyes (www-958.ibm.com), DataMarket.com
-  **Campaign tracking:** Statf.ly (\$19/mo.)
-  **Web analytics:** Google Website Optimizer, Piwik, Open Web Analytics, Site Meter, Stat Counter
-  **Usability testing:** Silverback, Feedback Army
-  **Metrics dashboard:** Metricly.com, PostRank



Summary: 3 key takeaways

- ➊ **Spend time up front** figuring out *what* you want to measure, not how to measure it.
- ➋ **Set up a metrics program** and make data an integral part of the decision-making process.
Turn metrics into action.
- ➌ Use data to **tell your nonprofit's story**.



Turn supporters into champions

Never forget: Your goal is to spur real-world action!



Photo on Flickr by 350.org

Thank you, let's talk!



JD Lasica, founder

Socialbrite: Social tools for social change

email: **jd@socialbrite.org**

Twitter: @jdlasica

@socialbrite



<http://bit.ly/charityhowto-metrics>