Philanthropy New York

Social Media Evaluation

Introductions

Who are you and what is your big project, campaign, or question?

Agenda

Pre-Work

Data & Evaluation

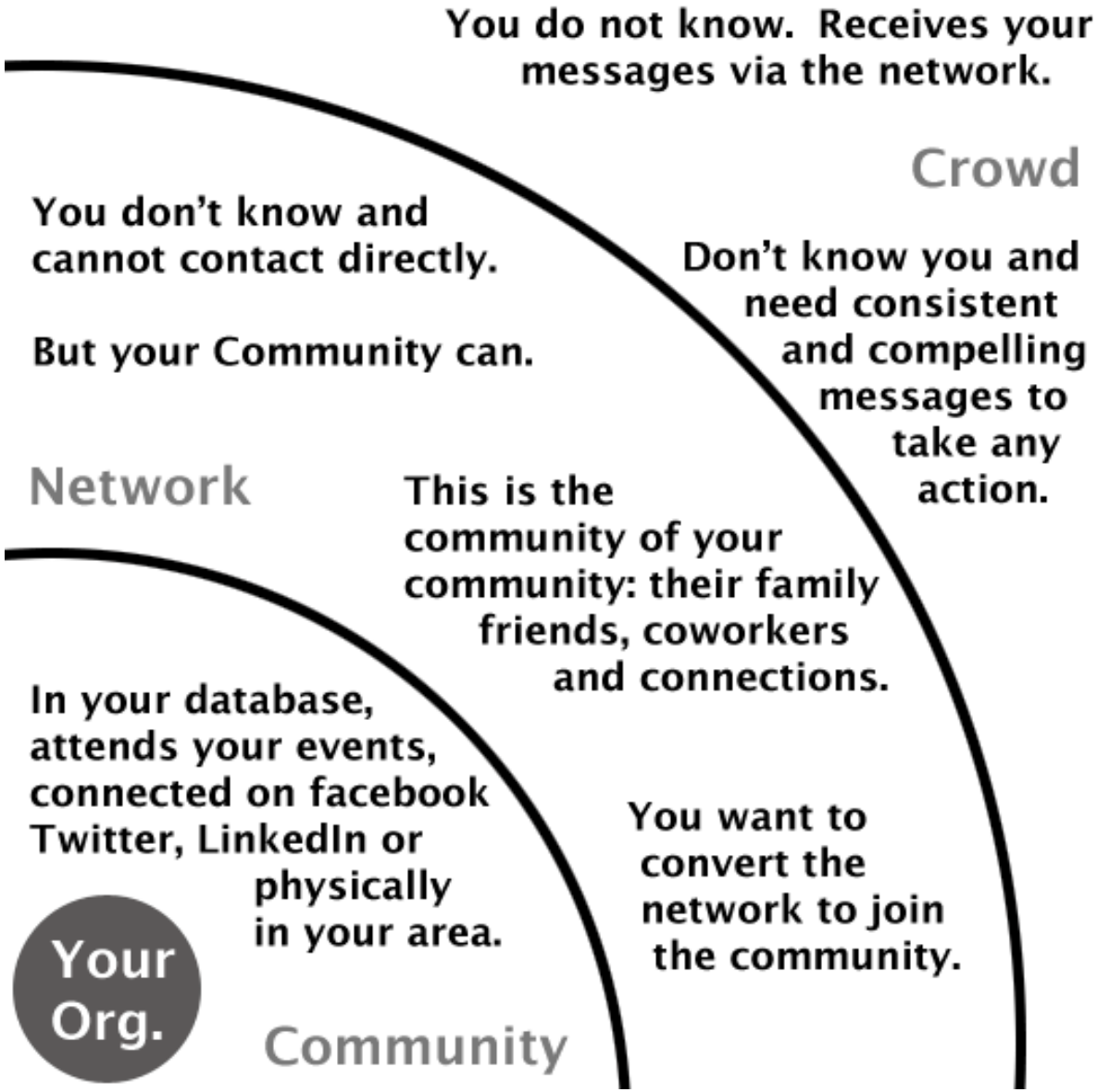
Lessons From Others

Discussion

PRIMU

Partytime...
begin with Burns
10
BIG
BEEF
BURGERS
CHOPPED • FORMED • FROZEN
10
BIG BEEF
BURGERS
• CHOPPED
• FORMED
• FROZEN
Burns'
Pride of Canada
1lb 454g
WIENERS
SMOKE FLAVOURING ADDED
SAUCISSES FUMÉES
SAVEUR FUMÉE AJOUTÉE
KOLBASSA
bacon
500g
Vintage
Smoked Ham
FULLY COOKED
Burns'
Pride of Canada
The name says it all.

UNDERSTANDING OUR COMMUNITY



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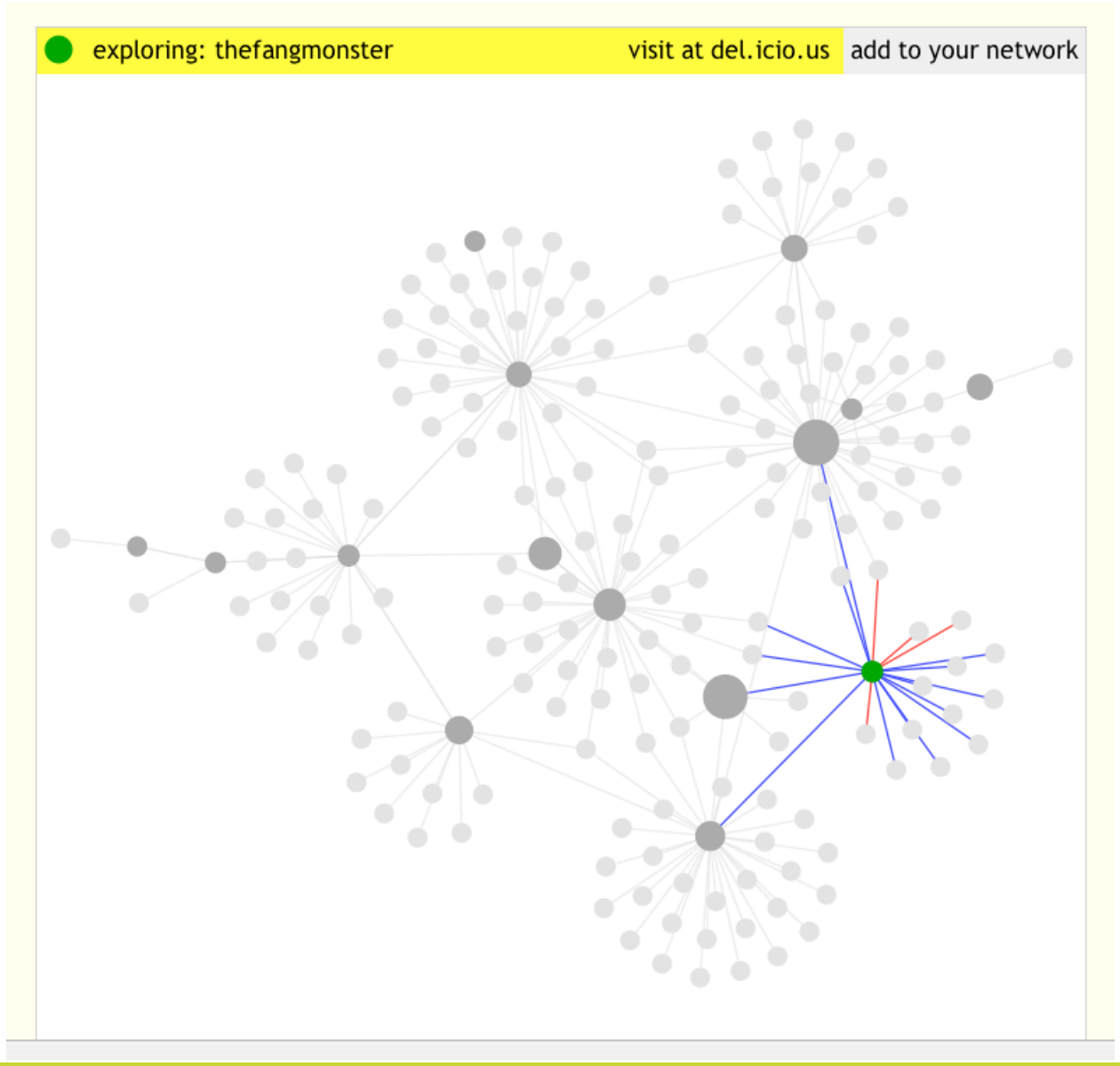

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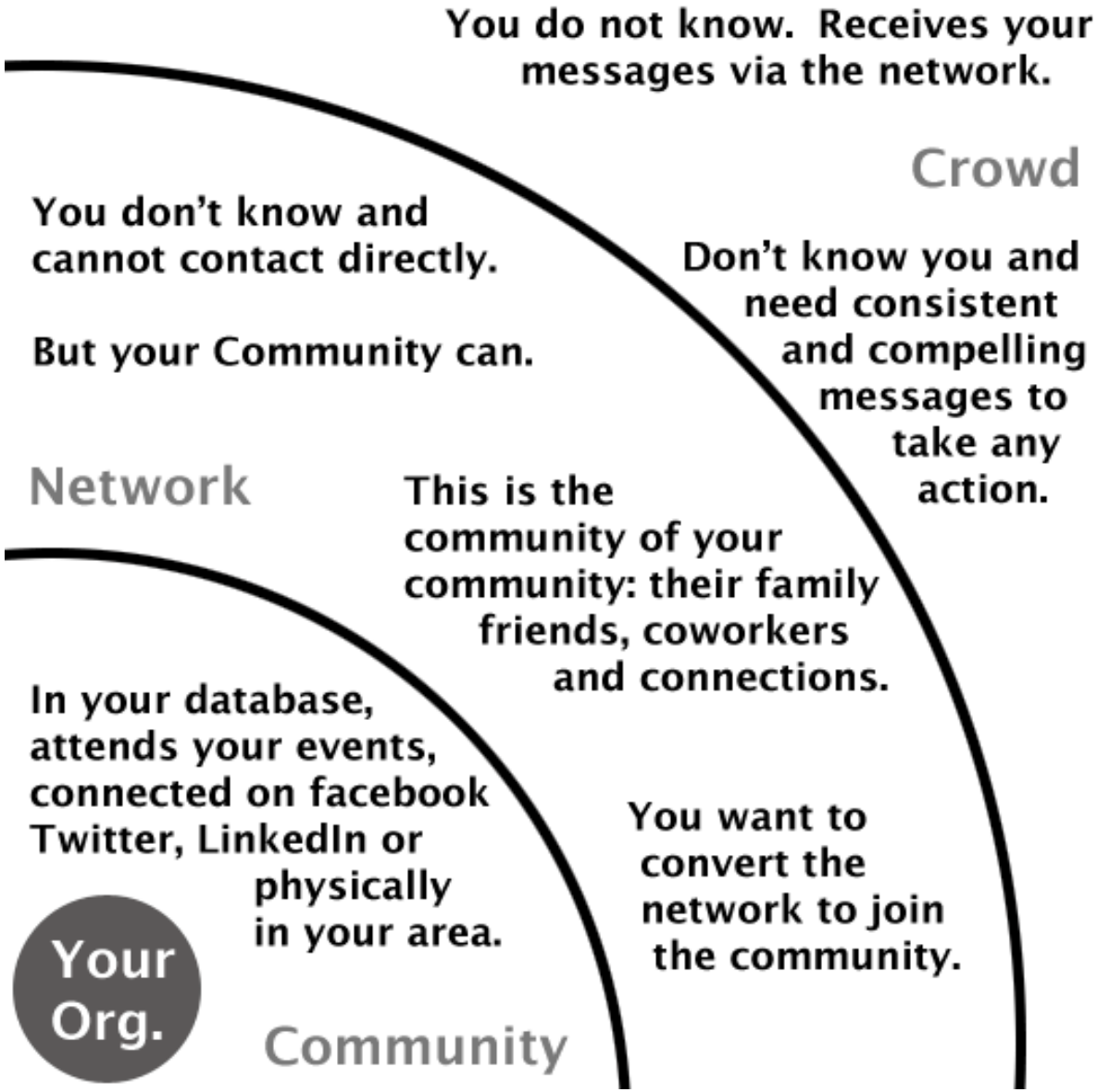


COMMUNITY MAPPING

STEP 1: GROUPS

Questions to ask:

Do different programs or departments connect with different constituent groups?

Do services or products target different people?

How would you describe your community to someone unfamiliar with your work, and identify if it is relevant to them?

STEP 2: GOALS

Questions to ask:

Why does the community continue needing your services, programs, or work?

What is the value in others participating?

What do you need help with or involvement from the community to achieve?

How can your work improve with engagement?

STEP 3: CHANNELS

Questions to ask:

Where does this group already talk or engage with each other and with you?

Which channels/platforms are most appropriate to the kind of content they need?

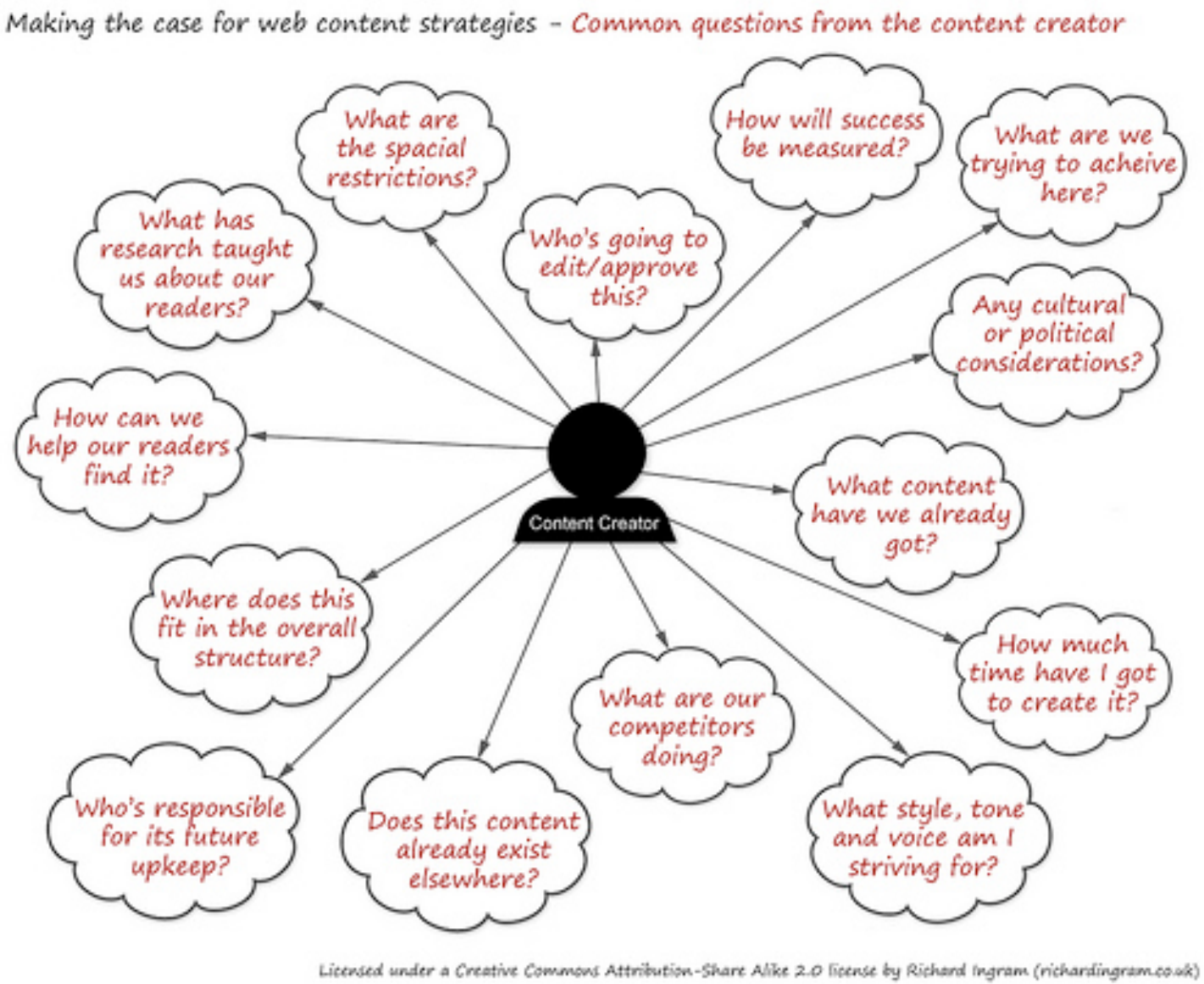
What kind of engagement is required to match the goals?

COMMUNITY MAPPING

Group	Their Goal	Your Goal	Tools
- Volunteers - Donors - Staff - Partners	- Support your work, get recognized	- Increase engagement, build leadership, organize events	- Facebook, email list, in-person

Get this template! http://bit.ly/DIYcommunity

CONTENT MAPPING



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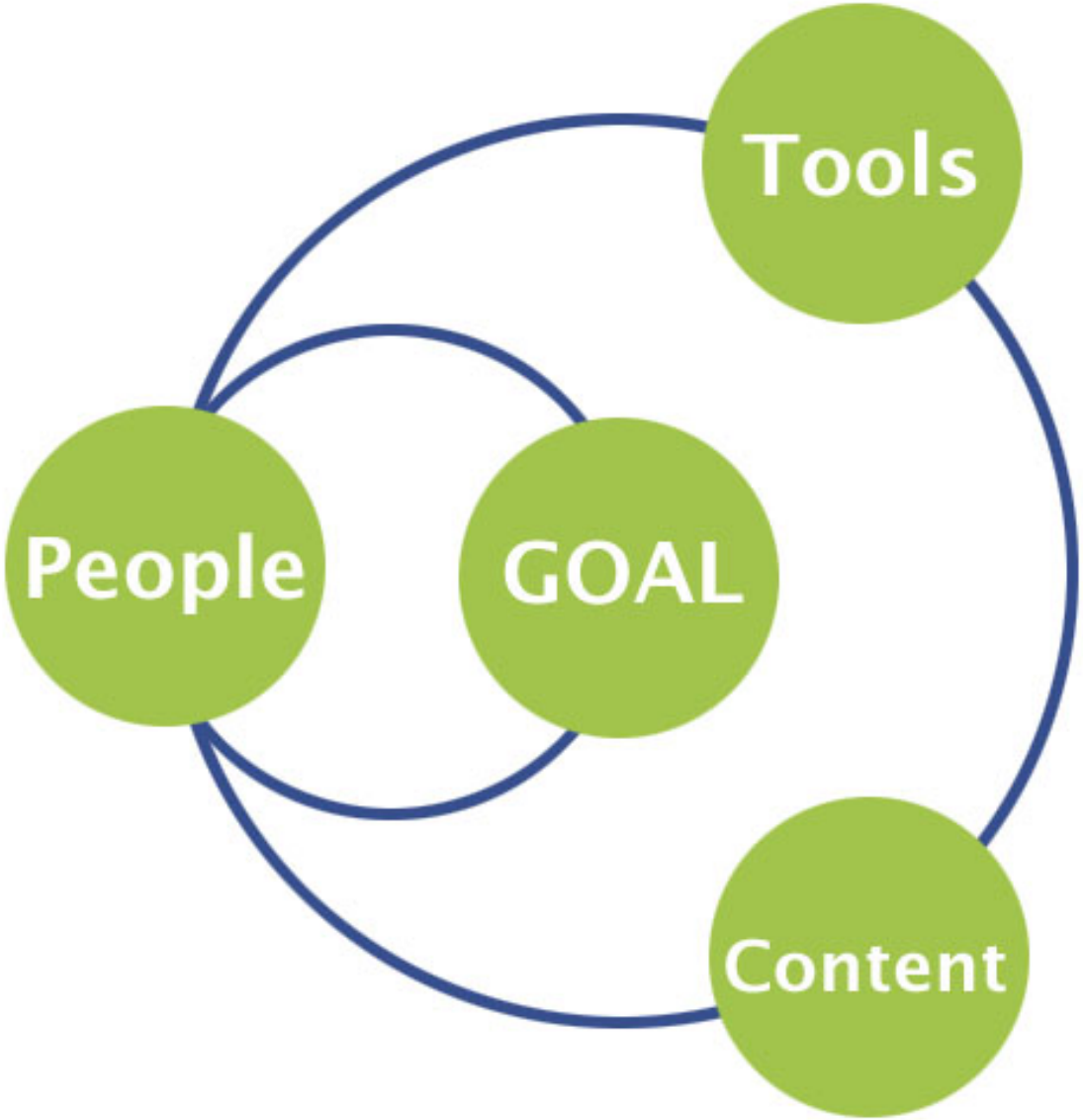


STEP 1: CONTENT TYPES

Examples:

Program or service updates

Staff announcements

Job opening announcements

Volunteer opportunities

Fundraisers

Events

Campaigns

Organized calls to action

STEP 2: GOALS

Examples:

Increase visibility of the organization

Increase participation

Raise funds

Build leadership in the community

Find sponsors or partners

Recruit volunteers

Build and engage the community

STEP 3: CHANNELS

Examples:

Newsletter or mailing

Email newsletter

Twitter

Facebook

Instagram

Website

Blog

In-person

COMMUNITY MAPPING

Content Type		Communications Method		
Goals	Content	Twitter	Newsletter	Blog
Visibility Increase participation	Upcoming Event information	X	O	X

Get this template! http://bit.ly/DIYtemplate

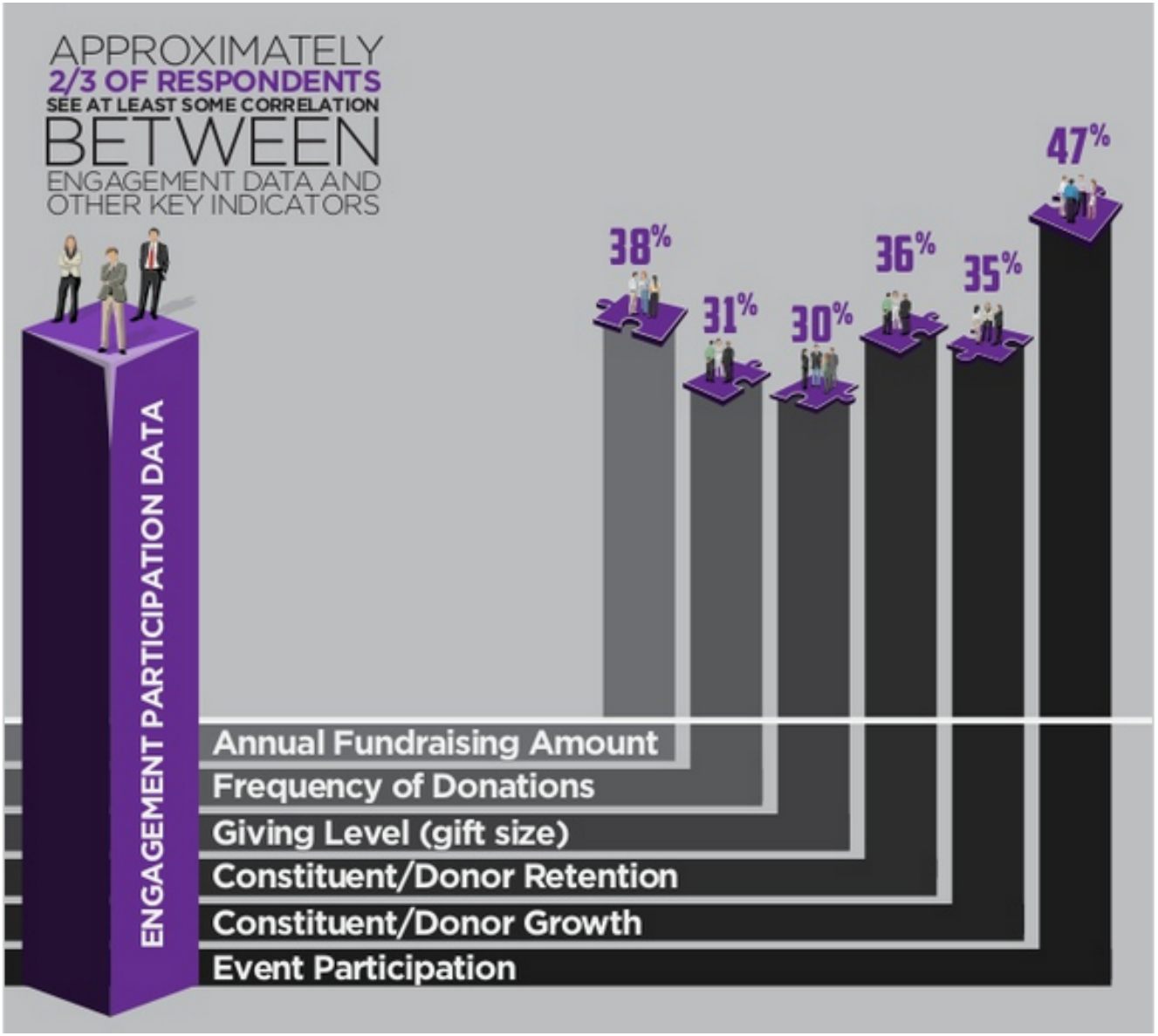
A CLOSER LOOK:
2013 NONPROFIT ENGAGEMENT DATA MANAGEMENT STUDY
By: NTEN Nonprofit Technology Network & Avectra Elevate Your Mission

What Kind of
NON-FINANCIAL
(i.e. "participation" or "engagement")
ACTIVITY ARE YOU
TRACKING ABOUT
CONSTITUENTS?
TRADITIONAL
Email Open-Rates
88%
E-newsletter Subscription
86%
SOCIAL
Activity on Organization Facebook Page
86%
Mention of Organization Twitter Profile
72%
Virality or Reach of Social Networks
(i.e. "sharing" activity and reach of your fans/followers/networks)
69%

To measure
OUR ORGANIZATIONAL HEALTH
TRADITIONAL
SOCIAL
Attendance at free events
27%
Email Open-Rates
24%
E-newsletter Subscription
23%
Activity on Organization Facebook Page
18%
Mention of Organization Twitter Profile
17%
Virality or Reach of Social Networks
(i.e. "sharing" activity and reach of your fans/followers/networks)
17%

To measure
OUR STRATEGIC OUTCOMES
TRADITIONAL
SOCIAL
Attendance at free events
23%
Email Open-Rates
20%
E-newsletter Subscription
16%
Activity on Organization Facebook Page
16%
Mention of Organization Twitter Profile
14%
Virality or Reach of Social Networks
(i.e. "sharing" activity and reach of your fans/followers/networks)
14%

GOALS & EVALUTION



Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate
62,994	**52,891**	**00:03:51**	**72.10%**
% of Site Total: **100.00%**	% of Site Total: **100.00%**	Site Avg: **00:03:51 (0.00%)**	Site Avg: **72.10% (0.00%)**

	Page None	Pageview	Pageviews	Page contribution
1.	/http://www.ivanwalsh.com	**3,501**	5.56%	
2.	/technical-writing-tips-tools/how-to-fix-google-chrome-aw-snap-errc	**2,743**	4.35%	
3.	/technical-writing-tips-tools/action-plan-template-responsibility-matrix	**1,355**	2.15%	
4.	/how-to/how-to-write-your-first-standard-operating-procedure/1203	**1,288**	2.04%	
5.	/how-to/introduction-to-bill-of-materials-bom/1070/http://www.ivanw	**1,268**	2.01%	
6.	/how-to/business-process-roadmap-101-download-free-template/11	**1,147**	1.82%	
7.	/facebook-tips-profile-fan-pages/how-to-link-your-flickr-and-twitter-a	**824**	1.31%	
8.	/how-to/bill-of-materials-types-sap-business-one/950/http://www.iva	**824**	1.31%	
9.	/facebook-tips-profile-fan-pages/how-to-import-flickr-photos-into-fac	**807**	1.28%	

STEP 1: FROM MISSION TO GOALS

Questions to ask:

What do you do and why do you do it?

What does success look like?

What kind of change will we see in the world through this work?

STEP 2: FROM GOALS TO ENGAGEMENT

Questions to ask:

Where does your community engage and how does that engagement contribute to your campaign or ask?

What actions or engagements are most critical and which serve other goals?

What value are you creating with your community?

STEP 3: FROM ENGAGEMENT TO DATA

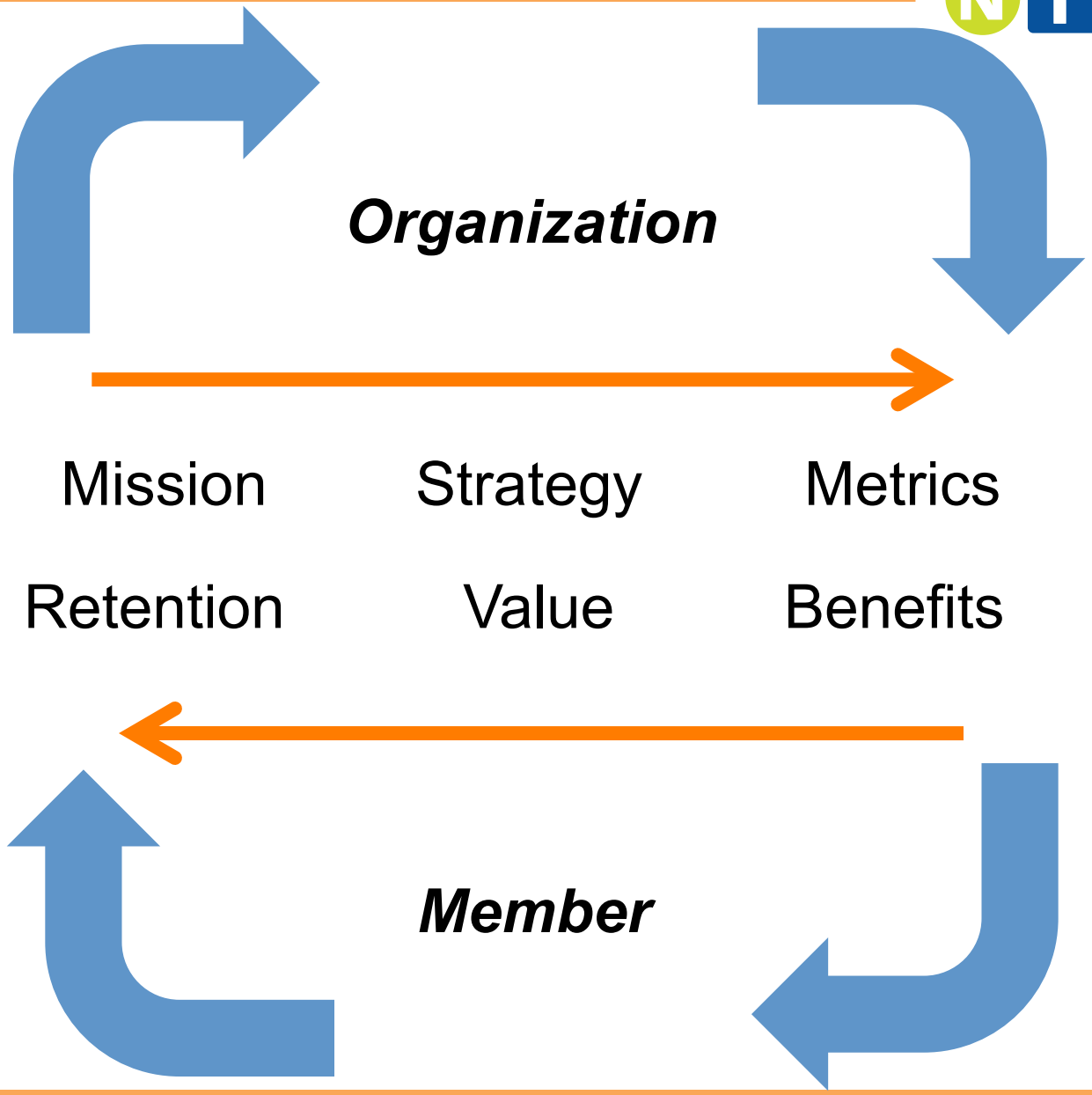
Questions to ask:

How will you know that engagement is happening?

What kind of tracking will help you see results in real time?

What data is most helpful for showing your community they are making an impact?

What data is most helpful for storytelling about your work?


Organization
Mission
Strategy
Metrics
Retention
Value
Benefits
Member

STEP 1: FROM MISSION TO GOALS

NTEN Mission:

NTEN aspires to a world where all nonprofit organizations skillfully and confidently use technology to fulfill their missions.

We are the membership organization of nonprofit technology professionals. Our members share the common goal of helping nonprofits use all aspects of technology more effectively.

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STEP 2: FROM GOALS TO ENGAGEMENT

Strategic goal:

Establish NTEN Reputation: NTEN is a trusted leader for information, resources, and education on all aspects of using technology across your organization to meet your mission. NTEN is an early adopter; transparent and open with our evaluations and experience.

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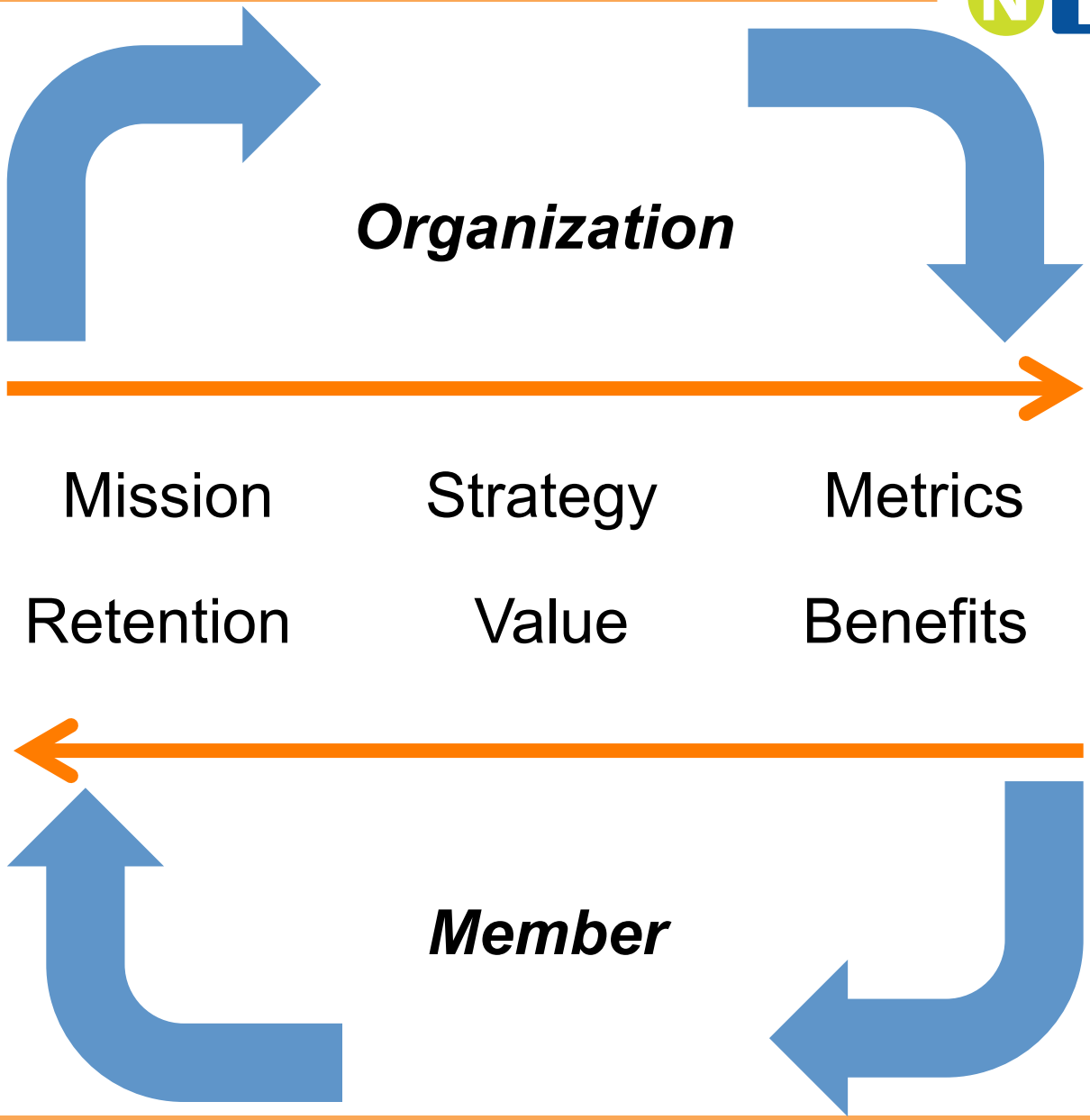
STEP 3: FROM ENGAGEMENT TO DATA

Example indicators:

- # of outside articles & engagements
- Retweets and shares per post
- # of Member requests for specific information
- mentions of #NPTech and NTC
- guest content (NTEN blog) promotion
- leading referral sites (external)
- leading referral platforms (social media)
- referral site with longest on site time


Organization
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	A	B	C	D
1		Weekly Dates		
2	**Be a Valuable Resource**			
3	**Most Popular Page on Site**			
4	**Most Popular Page on Site views**			
5	**Most Popular Page of Month**			
6	**Most Popular Blog Post**			
7	**# of Website Visitors**			
8	***# of Website Visitors Total Goal: 30,000 Unique***	YTD = 26,000		
9	**# of Blog RSS subscribers**			
10	**# of Blog Posts**			
11				
12	**Build Community**			
13	**# of Comments on Blog**			
14	**Traffic from Facebook**			
15	**Traffic from Twitter**			
16	**Traffic from Feedburner**			
17	**Time on Site from Leading Source**			
18				
19	**What's Your Goal?**			
20				

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RESOURCES

Target Date	GOALS				Project	Audience	Theme/Creative Concept
	Names	$$$	Action	Good will			
February							
2/8/10					Totallybaldacious.org		Site launch
2/8/10		X	X	X	Campaign email #1	enewsletter subscriber campaign; Alumni campaign	encourage people to go Totally Baldacious and set up fundraising pages; note: Local Chapter template available for current participant promotion
2/8/10					LLS.org website	site visitors	post homepage feature barker; post press release; post Top Story blog post
2/8/10					Facebook, Twitter, YouTube and Flickr	fans, followers, and subscribers	Conduct social networking sweep with campaign announcement; active ad for TB Fan Page; cross promote TB Twitter account
2/8/10			X		LLS.org website - Community	site visitors, blog readers	LLS to post special announcement and write about campaign on @LLS blog **all month long**
2/8/10	X		X		Facebook, Google	external audiences	LLS ads launched for Totally Baldacious
2/8/10			X		LLS.org website - Community	site visitors, blog readers	LLS to post special announcement and write about campaign on @LLS blog **all month long**
TBD			X	X	Shavertown	Media, local politicians, community	invite press and others to event in town
2/14/10			X	X	Campaign email #2	eNewsletter subscribers; TNT Alumni	Be Baldacious for Valentines Day; Donate, Feature on your Profile, Share
2/14/10					Campaign email #3	Participants	Fundraising Competition, Share your story
2/14/10			X	X	YouTube, Facebook and Flickr	viewers and fans	Donate, Feature on your Profile, Share - promote Twitter rally at 2:14pm on V-Day
TBD			X	X	Terri Cousin	Media, local politicians, community	press conference and kick-off of Totally Baldacious weekend
2/14/10	X	X	X	X	Valentine's Day		post messages on Facebook and Twitter to get people to Donate and Bald Yourself; host

Getting Started with Data-Driven Decision Making: A Workbook

Helpful links

- Data Workbook: http://www.nten.org/research/2013-data-workbook-download
- Data Worksheets: http://www.nten.org/article/workbook-data-driven-decision-making-exploring-outcomes-indicators/
- Community template: http://bit.ly/DIYcommunity
- Content template: http://bit.ly/DIYtemplate
- Metrics template: http://bit.ly/DIYmetrics