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
How does it fit:
Connections
Partytime... begin with Burns

The name says it all.
UNDERSTANDING OUR COMMUNITY

You do not know. Receives your messages via the network.

You don't know and cannot contact directly.

But your Community can.

Crowd

Don’t know you and need consistent and compelling messages to take any action.

Network

This is the community of your community: their family, friends, coworkers and connections.

In your database, attends your events, connected on facebook, Twitter, LinkedIn or physically in your area.

Your Org.

You want to convert the network to join the community.

Community
You do not know. Receives your messages via the network.

Crowd

Don’t know you and need consistent and compelling messages to take any action.

You don’t know and cannot contact directly.

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Network

This is the community of your community: their family friends, coworkers and connections.

In your database, attends your events, connected on facebook, Twitter, LinkedIn or physically in your area.

Your Org.

Community

You want to convert the network to join the community.
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?
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?
<table>
<thead>
<tr>
<th>Group</th>
<th>Their Goal</th>
<th>Your Goal</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteers</td>
<td>- Support your work, get recognized</td>
<td>- Increase engagement, build leadership, organize events</td>
<td>- Facebook, email list, in-person</td>
</tr>
<tr>
<td>Donors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partners</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Making the case for web content strategies - Common questions from the content creator

- What are the spatial restrictions?
- Who’s going to edit/approve this?
- How will success be measured?
- What are we trying to achieve here?
- Any cultural or political considerations?
- What content have we already got?
- How much time have I got to create it?
- What style, tone and voice am I striving for?
- Does this content already exist elsewhere?
- Who’s responsible for its future upkeep?
- Where does this fit in the overall structure?
- How can we help our readers find it?
- What has research taught us about our readers?

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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
COMMUNITY MAPPING

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
COMMUNITY MAPPING

STEP 3: CHANNELS

Examples:

Newsletter or mailing
Email newsletter
Twitter
Facebook
Instagram
Website
Blog
In-person
### COMMUNITY MAPPING

#### Content Type

<table>
<thead>
<tr>
<th>Goals</th>
<th>Content</th>
<th>Communications Method</th>
</tr>
</thead>
</table>

A CLOSER LOOK: 2013 NONPROFIT ENGAGEMENT DATA MANAGEMENT STUDY

By: NTEN & Avectra
What Kind of NON-FINANCIAL (i.e. “participation” or “engagement”) ACTIVITY ARE YOU TRACKING ABOUT CONSTITUENTS?

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td></td>
</tr>
<tr>
<td>Email Open-Rates</td>
<td>88%</td>
</tr>
<tr>
<td>E-newsletter Subscription</td>
<td>86%</td>
</tr>
<tr>
<td>Social</td>
<td></td>
</tr>
<tr>
<td>Activity on Organization Facebook Page</td>
<td>86%</td>
</tr>
<tr>
<td>Mention of Organization Twitter Profile</td>
<td>72%</td>
</tr>
<tr>
<td>Virality or Reach of Social Networks (i.e. “sharing” activity and reach of your fans/followers/networks)</td>
<td>69%</td>
</tr>
</tbody>
</table>
To measure our organizational health

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance at free events</td>
<td>27%</td>
</tr>
<tr>
<td>Email Open-Rates</td>
<td>24%</td>
</tr>
<tr>
<td>E-newsletter Subscription</td>
<td>23%</td>
</tr>
<tr>
<td>Activity on Organization Facebook Page</td>
<td>18%</td>
</tr>
<tr>
<td>Mention of Organization Twitter Profile</td>
<td>17%</td>
</tr>
<tr>
<td>Virality or Reach of Social Networks (i.e. &quot;sharing&quot; activity and reach of your fans/followers/networks)</td>
<td>17%</td>
</tr>
</tbody>
</table>
## GOALS & EVALUATION

### TRADITIONAL

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Attendance at free events</td>
<td>23%</td>
</tr>
<tr>
<td>Email Open-Rates</td>
<td>20%</td>
</tr>
<tr>
<td>E-newsletter Subscription</td>
<td>16%</td>
</tr>
<tr>
<td>Activity on Organization Facebook Page</td>
<td>16%</td>
</tr>
</tbody>
</table>

### SOCIAL

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention of Organization Twitter Profile</td>
<td>14%</td>
</tr>
<tr>
<td>Virality or Reach of Social Networks (i.e. “sharing” activity and reach of your fans/followers/networks)</td>
<td>14%</td>
</tr>
</tbody>
</table>
Approximately 2/3 of respondents see at least some correlation between engagement data and other key indicators.
## Content Performance

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Pageview %</th>
<th>Pageviews</th>
<th>Pageview %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>/<a href="http://www.ivanwalsh.com">http://www.ivanwalsh.com</a></td>
<td>3,501</td>
<td>5.56%</td>
<td>5.56%</td>
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<tr>
<td>2.</td>
<td>/technical-writing-tips-tools/how-to-fix-google-chrome-av-snap-errc</td>
<td>2,743</td>
<td>4.35%</td>
<td>4.35%</td>
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<tr>
<td>3.</td>
<td>/technical-writing-tips-tools/action-plan-template-responsibility-matrix</td>
<td>1,355</td>
<td>2.15%</td>
<td>2.15%</td>
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<tr>
<td>4.</td>
<td>/how-to/how-to-write-your-first-standard-operating-procedure/1203</td>
<td>1,288</td>
<td>2.04%</td>
<td>2.04%</td>
</tr>
<tr>
<td>5.</td>
<td>/how-to/introduction-to-bill-of-materials-bom/1070/<a href="http://www.ivanw">http://www.ivanw</a></td>
<td>1,268</td>
<td>2.01%</td>
<td>2.01%</td>
</tr>
<tr>
<td>6.</td>
<td>/how-to/business-process-roadmap-101-download-free-template/11</td>
<td>1,147</td>
<td>1.82%</td>
<td>1.82%</td>
</tr>
<tr>
<td>7.</td>
<td>/facebook-tips-profile-fan-pages/how-to-link-your-flickr-and-twitter-ε</td>
<td>824</td>
<td>1.31%</td>
<td>1.31%</td>
</tr>
<tr>
<td>8.</td>
<td>/how-to/bill-of-materials-types-sap-business-one/950/<a href="http://www.iv">http://www.iv</a></td>
<td>824</td>
<td>1.31%</td>
<td>1.31%</td>
</tr>
<tr>
<td>9.</td>
<td>/facebook-tips-profile-fan-pages/how-to-import-flickr-photos-into-fac</td>
<td>807</td>
<td>1.28%</td>
<td>1.28%</td>
</tr>
</tbody>
</table>
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?
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?
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
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.
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**.
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.
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.
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
DATA & EVALUATION

Mission       Strategy       Metrics
Retention     Value          Benefits

Organization

Member
## DATA & EVALUATION

**Be a Valuable Resource**
- Most Popular Page on Site
- Most Popular Page on Site views
- Most Popular Page of Month

**Most Popular Blog Post**
- # of Website Visitors
- # of Website Visitors Total
- Goal: 30,000 Unique
- # of Blog RSS subscribers
- # of Blog Posts

**Build Community**
- # of Comments on Blog
- Traffic from Facebook
- Traffic from Twitter
- Traffic from Feedburner
- Time on Site from Leading Source

**What's Your Goal?**

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## RESOURCES

**September 24, 2015**

### PNYEvent

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

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*Note: The table outlines a resource plan with specific dates, goals, projects, audience segments, and creative concepts for various events and initiatives.*
Getting Started with Data-Driven Decision Making: A Workbook
Helpful links


