

Best Tools to Measure the Return on My Social Media Investment - Checklist

- I have decided which top three to six social networks I should start by analyzing
- I have gained more than thirty "Likes" for my Facebook Page and unlocked Facebook Insights
- I am studying my data on Facebook Insights and familiarizing myself with all its features and capabilities
- I am setting goals for my Facebook Page traffic and ROI
- I am focusing on getting my Page posts seen:
 - As much as possible
 - By the right people
- I am aware of Edgerank and its new "story bump" functionality
- I am prepared to promote my best-engaging posts at the time its best audience demographic is online
- I have analyzed my best posts in Facebook Insights and determined who my best audience is
- I have analyzed my:
 - Paid likes
 - Organic "Likes"

- Unlikes
- I have analyzed where my “Likes” came from, including:
 - Search
 - My Page
 - Ads and Sponsored Stories
 - Mobile
 - Others
- I have begun to track my Twitter reach by getting into the habit of using:
 - Twitter Advanced Search
 - Comments
 - Mentions
 - t.co
 - Other URL shortener: _____
 - Third-party tracking suite
- I have created goals for my Twitter tweets that are in alignment with my other social media goals for:
 - Lead generation
 - Promotions
 - Brand building



- Increasing reach
- Attracting new segments
- Other _____

- I have taken a good look inside at least three or four third-party tracking and metrics suites for social media, and I have determined which one is most versatile and suited for my needs

- I have chosen:
 - HootSuite
 - TweetDeck
 - Tweriod
 - SproutSocial
 - Other _____

- I have familiarized myself with all the tutorials
- I have set up my first tracking parameters
- I have signed up for Google Analytics
- I have invested in learning how it works
- I have verified my website with Google
- I have installed my Google Analytics code on my website(s)
- I have used Google Analytics to:
 - Set goals for my ROI



- Measure engagement to see if it is helping meet these goals
- Study my visitors and their habits – and patterns
- Find out which of all my social networks refers the most traffic to my website
- Create official “Traffic Segments” for my top referring social sites, so I can analyze traffic from each one accurately and in more depth
- Use filters to make sure my different referrers from the same network are being counted and combined as in that segment (e.g., traffic sent by both Bit.ly and t.co in Twitter)
- Compare my segments to a control segment, to see which is performing the best
- Analyze my content views
- I have used Google Analytics to measure:
 - Where my traffic is coming from (which social network)
 - When my social site connections are most active (time of day; time of week)
 - Which posts are getting the most action, including:
 - Shares
 - Post clicks
 - Click-throughs on links
 - Mentions

- Comments
- Replies
- I have used Google Analytics to measure:
 - How many page views are unique
 - How long people are spending on pages and posts
 - How many conversations include your brand
 - Whether or not mentions and comments are
 - Positive
 - Negative
 - Questions
 - Neutral
- I have created a social networking plan and set goals
- I am confidently increasing my social media ROI