



MUSEUM ASSOCIATION
OF NEW YORK

Using Social Media Metrics to Improve Your Audience Engagement

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Key Social Media Metrics

Your social media goals are what will determine your metrics. For every goal you create, you need a related metric goal that will help determine if your social media strategy is working or not.

REACH

Your audience and potential audience

ENGAGEMENT

Interactions and interest in your organizations

ACQUISITION

Creating a relationship

CONVERSION

Actions, sales and results

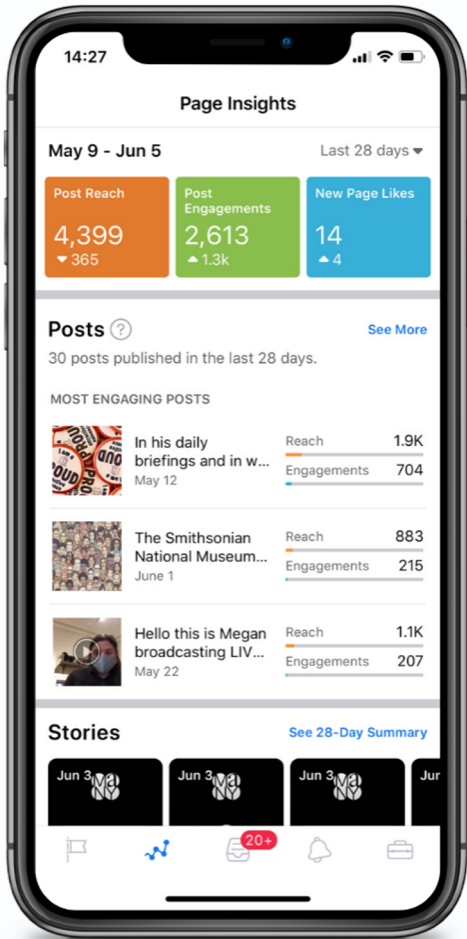
RETENTION / ADVOCACY

An engaged following of supporters and brand advocates

You won't know the impact of your social media presence until you have the data to back it up.

Measuring the Right Metrics

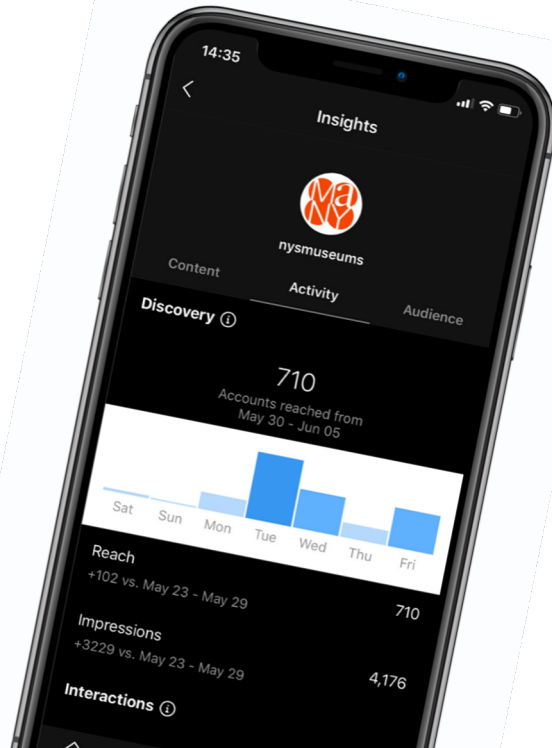
Each social media platform has its own native analytics. Facebook and Twitter have their own insights/analytics tabs. For Instagram, make sure you have a business account in order to see your data



Engagement—likes, comments, shares and clicks

Awareness—impressions and reach

Conversion and Acquisition



“It all comes down to one thing: does the metric help you make decisions?”

Kevan Lee, VP of Marketing @ Buffer

Engagement Metrics

Likes, Comments, Retweets, etc.

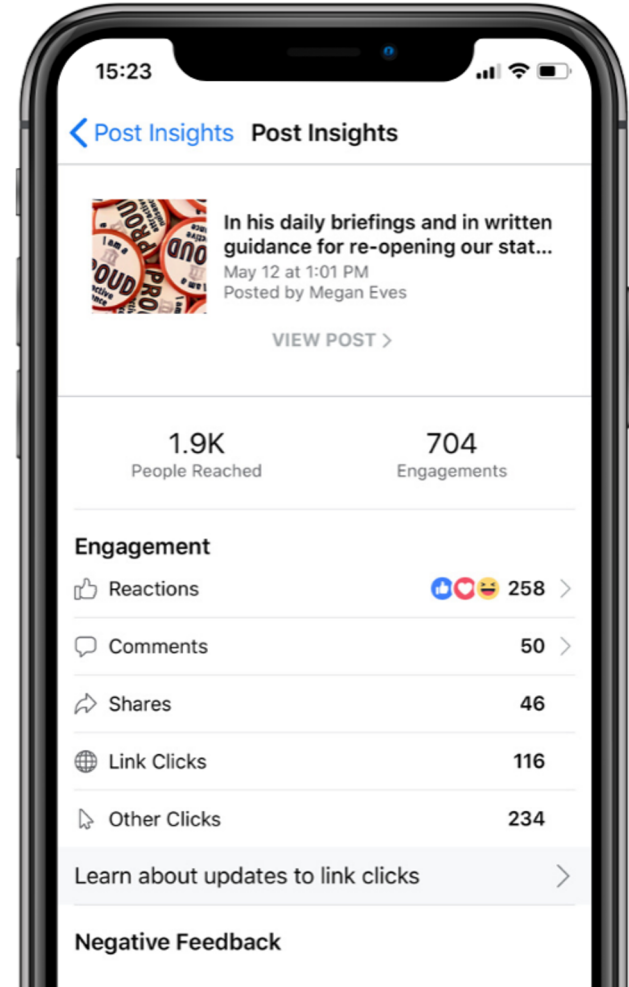
Average Engagement Rate

What is an average/good engagement rate?

Between 1% and 3.5%

High engagement rate?

Between 3.5% and 6%



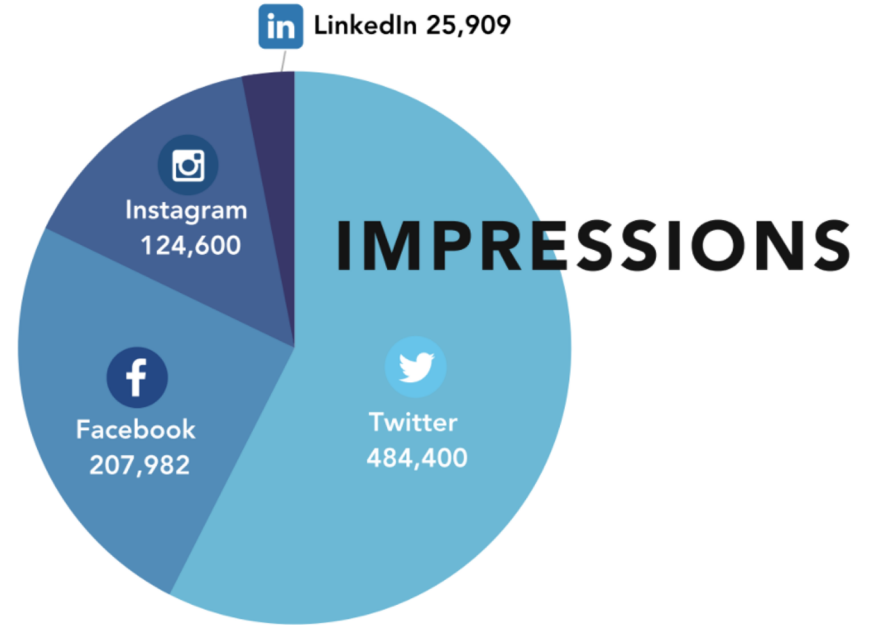
Awareness

Impressions

How many times a post shows up in someone's timeline

Reach

The potential unique viewers a post could have. This is usually your follower count plus accounts that shared the post's follower counts

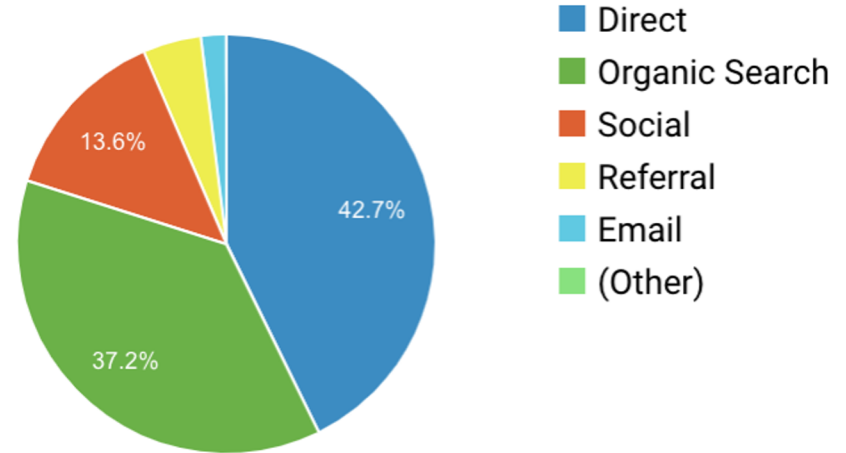


Acquisition Metrics

Building the Relationship

- Bounce rate - **Percentage of visitors who only went to a single page of your site, bouncing back to the place they came from rather than clicking further into the site**
- Click-through rate - **Number of clicks on a post divided by the number of impressions for the post**

Top Channels



Google Analytics

What is it?

A free website analytics service offered by Google that gives you insights into how users find and use your website.

How do I set it up?

Create a Google analytics account (google.com/analytics)

Follow the instructions to add the tracking code to your website in order to collect your data.

What do we track?

Users – Sessions – Pageviews – Avg. Session Duration – Pages per Session – Bounce Rate
– Website Acquisition – Website Users by Location – Top Performing Pages

Social Media Mission and Goals

MANY Social Media

SOCIAL MEDIA MISSION

The Museum Association of new york will structure its online presence to inform, advocate, share, and engage NYS museums, industry partners, museum professionals, and museum enthusiasts. MANY's social media platforms will focus on curating user-generated content from MANY members and Industry Partners and create an online community to promote and engage MANY members

GOAL

MANY will raise the visibility and increase brand awareness of the organization and its programs and impact by strengthening its organizational mission and amplifying its members.

Key Goals

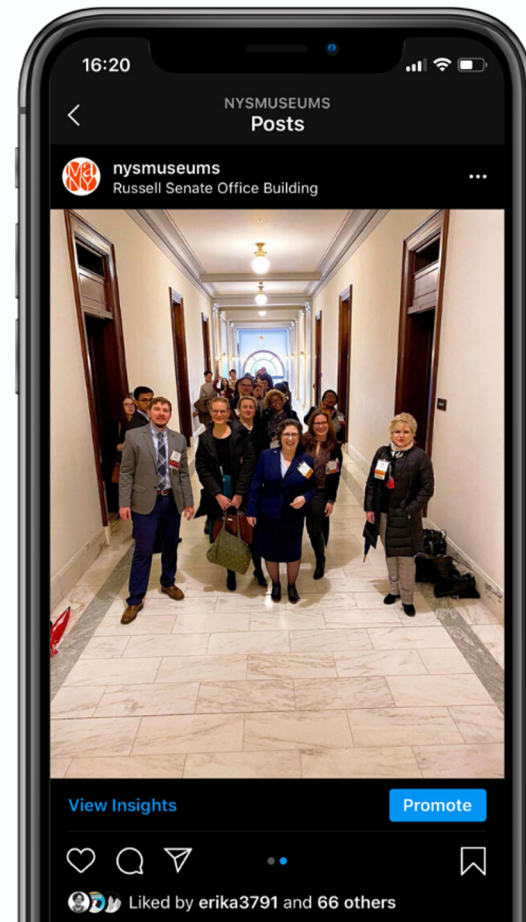
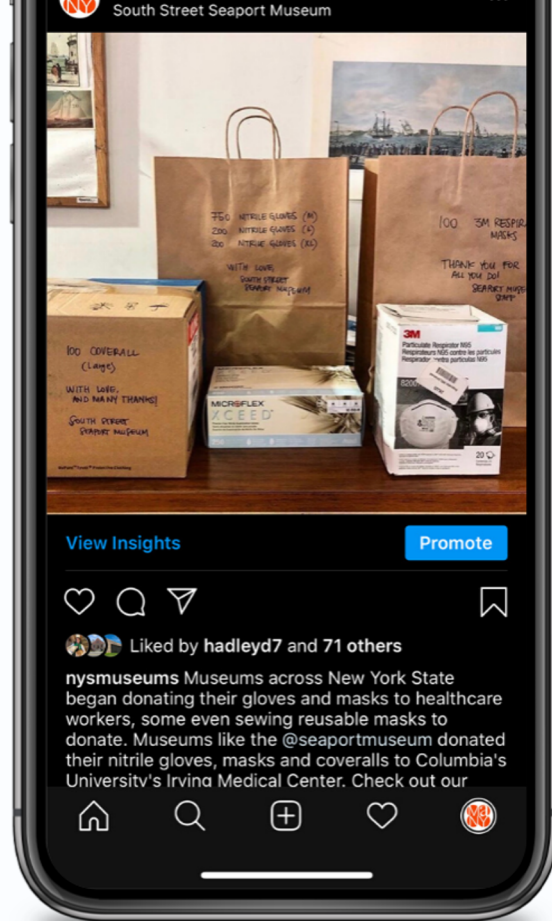
- Showcase MANY member services
- Build the MANY community
- Increase brand awareness
- Share member/industry news
- Encourage and promote museum advocacy
- Share museum resources and fuel engaging educational conversations within the museum field

Content Pillars

- Behind the scenes content
- User-generated content
- Educational resources
- Museum advocacy
- Best practices from the field

Social Media Identity

- Informative
- Educational
- Inspirational
- Accessible



Social Media Identity

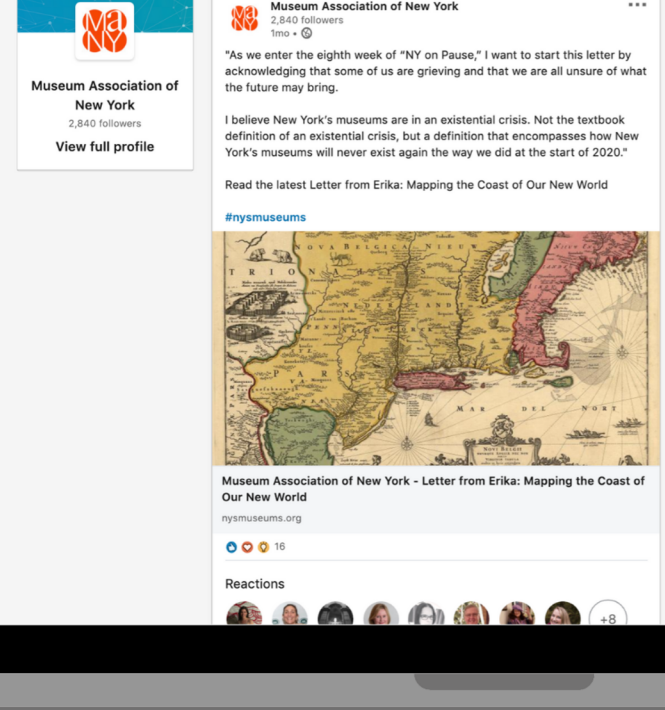
Ask yourself...

If your organization was a person, what kind of personality would it have? What is the relationship to your audience? Are there similar organizations that have a similar personality to yours? How do you want your audience to view your organization?

Maintaining a consistent, authentic voice will humanize your organization and encourage people to respond and engage with you online.

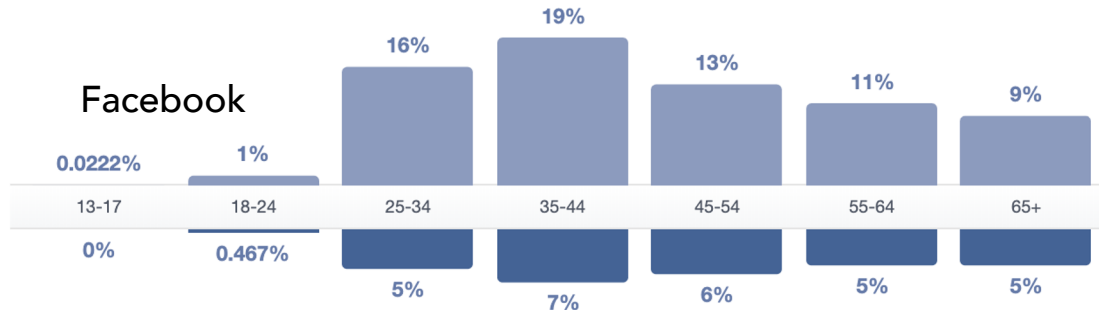
Letter from Erika

Averages a 2% higher click through rate on our LinkedIn page and averages a 8% engagement rate compared to 6% average post engagement rate for MANY content

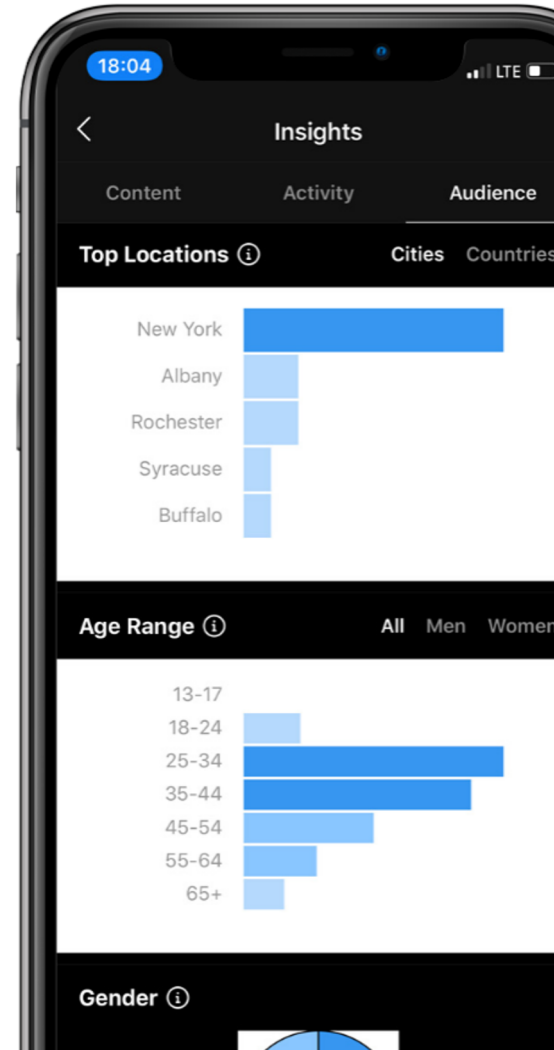


Understanding Your Audience

- Who are they?
- What are they interested in that you can provide?
- Where are they?
- When are they online?
- Why do they consume your content?
- And how?



Instagram



At the end of the day, it is all about the content.

1. Find the resources to engage with all relevant conversations
2. Quality Control: maintain a consistent, authentic voice and tone
3. Measure the impact of your social media engagement

Next Steps

AUDIT your current social media platforms

SET your digital goals

FIND your voice

Engagement Best Practices

Use Relevant Hashtags

Tag Partners

Call to Action

“Social media is not a megaphone but, when it’s working, a telephone.”

Katharine Uhrich, Social Media Manager for the Field Museum

Resources

Social Media Resizing

<https://sproutsocial.com/landscape>

The Best Time to Post on Social

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/?fbclid=IwAR1sQf1imzaMzVjSCyM14-AL2Snn5sj7vra6aQ3bpTNSbDc8OrOhzBLrK7g#times-fb>

TweetDeck

<https://tweetdeck.twitter.com/>

Buffer Social Media Blog

<https://buffer.com/resources/>

Social Media Analytics Tools

<https://buffer.com/library/social-media-analytics-tools>

Social Media Analytics: The Complete Guide

<https://www.socialbakers.com/blog/social-media-analytics-the-complete-guide>

Social Media Audit

<https://sproutsocial.com/insights/social-media-audit/>

Social Media Audience Research Guide

<https://blog-assets.hootsuite.com/wp-content/uploads/2016/08/Social-Media-Audience-Research-guide.pdf>

Hashtag Tracker

<https://www.trackmyhashtag.com/>

Google Trends

<https://trends.google.com/trends/?geo=US>