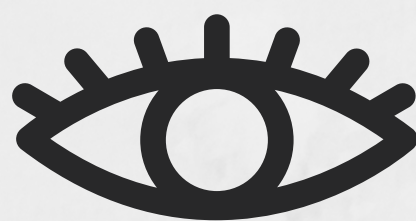


SOCIAL MEDIA METRICS MAP



CREATE AWARENESS

OBJECTIVE

Creating AWARENESS

Get the attention of the user in order to promote a campaign for the first time, or share more information about a topic.

STRATEGY

For: Social Media

Already knowing the audience of your social media platforms and using the right content to reach your intended audience; adapting your content for each platform.

CONTENT

What type of content performs best?

News, short videos, photos; tagging partners and locations in your messaging.

TACTICS

How should you create your content?

Use meaningful, current, newsworthy, or trending keywords and hashtags in your messaging (while also understanding your targeted region). Consider regional linguistic differences and aim to adapt your messaging instead of directly translating it.

KEY PERFORMANCE INDICATORS

Measure what matters!

The reach of your social media posts, impressions, engagement and / or video views.

SOCIAL MEDIA METRICS MAP



**SUPPORT, UNDERSTAND AND
EDUCATE**

OBJECTIVE

UNDERSTAND AND EDUCATE

Increase the understanding of an issue with the intent of users to learn from your content without performing any further actions; have your audience acquire knowledge of a subject.

STRATEGY

For: Social Media

Answer the question: "What did the user learn by reading the message or interacting with our content?" Try to respond to questions asked by your audiences on your social media channels.

CONTENT

What type of content performs best?

Short and clear messages using plain language with the intended information presented up front. Infographics, longer videos, photos, live presentations to help inform or teach users.

TACTICS

How should you create your content?

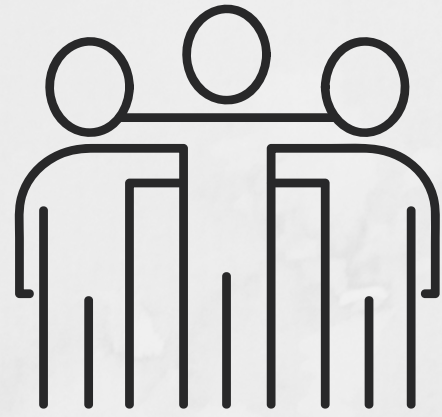
Ensure your content and messages are self-explanatory. Use meaningful, current and newsworthy keywords in messaging. Include tips, 'top 10s', and relevant advice.

KEY PERFORMANCE INDICATORS

Measure what matters!

The reach of your social media posts, impressions, comments, engagements, and shares.

SOCIAL MEDIA METRICS MAP



ENGAGE, ACT, CONSULT, INVOLVE

OBJECTIVE

ACT / CONSULT / INVOLVE

Have the user take an action with a specific goal in mind: (ex: use a tool or online service, sign up for a newsletter, watch a video, etc.) Most of the time the action will send the user off the social media platform.

STRATEGY

For: Social Media

Offer to solve a problem with a call to action in the message.

CONTENT

What content performs best?

Writing a short message that encourages the user to take an action or leave the social media platform.
Creating customized links on Facebook.

SOCIAL MEDIA TACTICS

How should you create your content?

Clearly state what action you want the user to perform and focus on what the user will gain from that action. Create an incentive for the user to click a link or take an action. Use videos only if the action requested is "watching the video".

KEY PERFORMANCE INDICATORS

Measure what matters!

Click through rate, total clicks, bounce rate and time spent on a page (web analytics), total watch time for videos.

SOCIAL MEDIA METRICS MAP



ADVOCATE, COLLABORATE, EMPOWER

OBJECTIVE

ADVOCATE / COLLABORATE / EMPOWER

Develop the willingness for your audience to share and participate with your message. Promote a success, campaign, or achievement. Encourage the creation of user generated content and the sharing of communications tools (posters, videos, training docs, PDFs, etc.).

CONTENT

What content performs best?

Creating content that is inclusive, sharing partner content, using the right hashtags for Twitter and Instagram. 'How to' content, content shared by social media influencers. Sharing user generated content (ex: Instagram Stories).

KEY PERFORMANCE INDICATORS

Measure what matters!

Click through rate, engagement, discussion, comments, interactions with partnerships, shares, hashtag usages, account mentions, user generated content submissions.

STRATEGY

For: Social Media

Allow users and stakeholders to engage in something they believe in or have an interest in. Allow collaboration between the public / stakeholders / partners / and your government department. Foster collaboration and allow your audience to create content for you.

TACTICS

How should you create your content?

Offer the user something in return for their engagement and support; give them an incentive to use our tools. Ensure the message focuses mainly on user collaboration and participation. Develop partnerships and collaboration to find a solution to a problem, and encourage users to promote or amplify a campaign. Actively encourage user generated content on many social media platforms by using a hashtag, tagging, or via submission. Share this content on the appropriate social media platforms.