

Digital narratives:

Translating oral tradition into viral empowerment for wellness



Stacy Braiuca, MSW, MPH
Teresa Trumbly Lamsam, PhD
Michael Williams, MS

Introduction and Agenda

- so*cial me*di*a (noun) “Websites and applications used for social networking.” (Google Dictionary, 2012)

You will learn about:

What is “viral communication” for wellness?

Uses of common digital media tools

How to measure your impact and reach



History of the World, Part *I*

Ice	Industrial	Information
Almost non-existent	Scarce	Abundant
Deathly	Expensive	Cheap
Survival oriented	Institutionally oriented	Personally oriented
Designed to help you live	Designed for consumption	Designed for participation

Why do we Communicate?

- Survive
- Form social bonds
- Help others
- Manage perception



From research presented in Grouped by Paul Adams

- (Facebook product team & led social research at Google)

Teresa

What we talk about

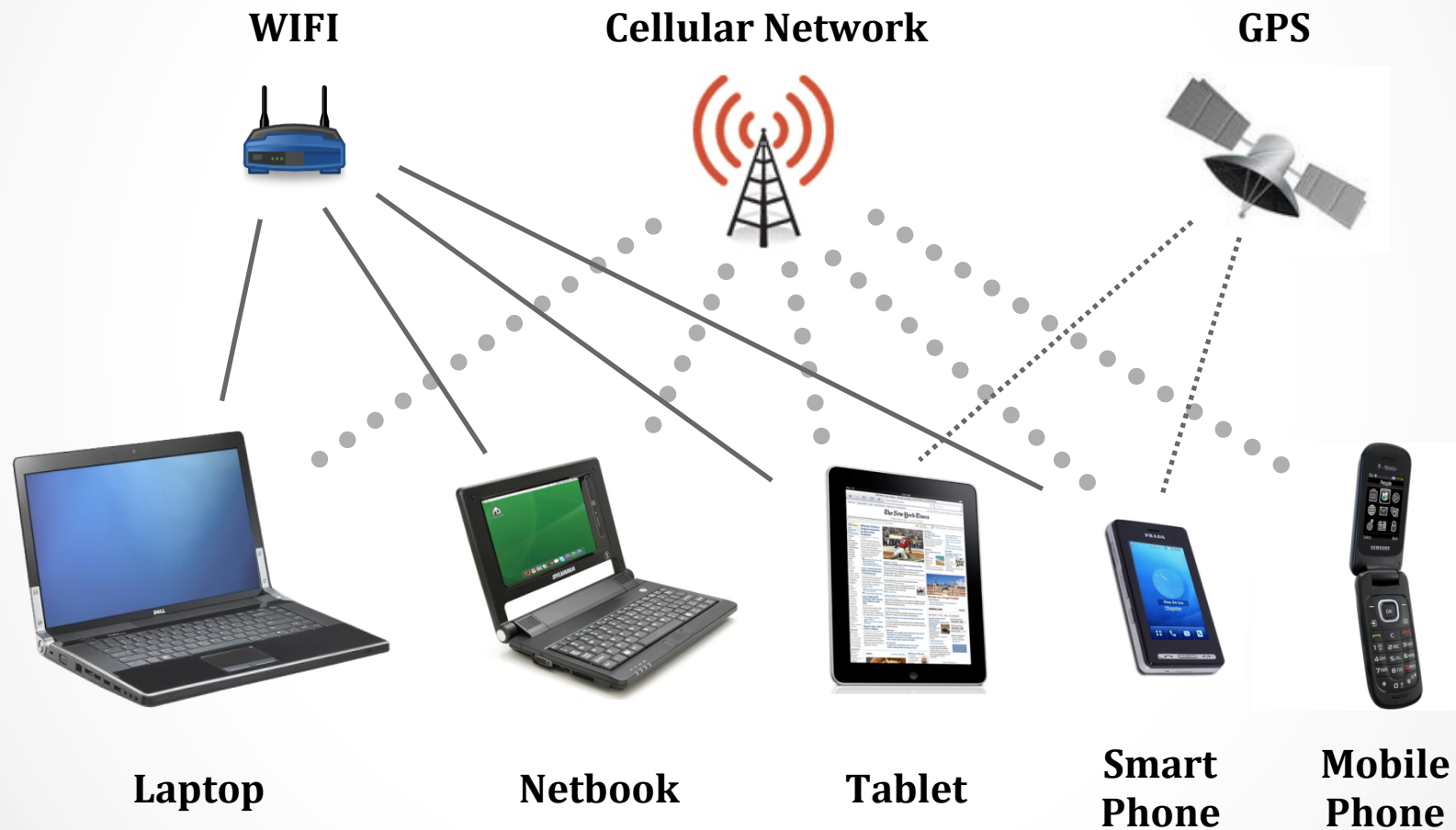
- Other people & their behavior
- To go viral online, we need:
 - Feelings, not facts
 - Emotions:
 - Positive, informative, surprising, interesting
 - Arousing is most important.
 - Public health info more likely to be shared if it produces anxiety rather than sadness

From research presented in Grouped by Paul Adams

- (Facebook product team & led social research at Google)

Teresa

Always Connected



Social Media Statistics

- Most frequently used social media tool
- More than 1,459 million users worldwide
- More than 50% of users log-on everyday



- Limits communications to 140 characters
- Over 100 million accounts US alone
- 155 million Tweets per day worldwide

- 490 million users worldwide
- 92 billion page views each month
- Average visit of 25 minutes per user





Networked creators among internet users

- 62% are social networking site users
- 55% share photos
- 33% create content tags
- 32% contribute rankings and ratings
- 30% share personal creations
- 26% post comments on sites and blogs
- 15% have personal website
- 15% are content remixers

Social networking is diverse

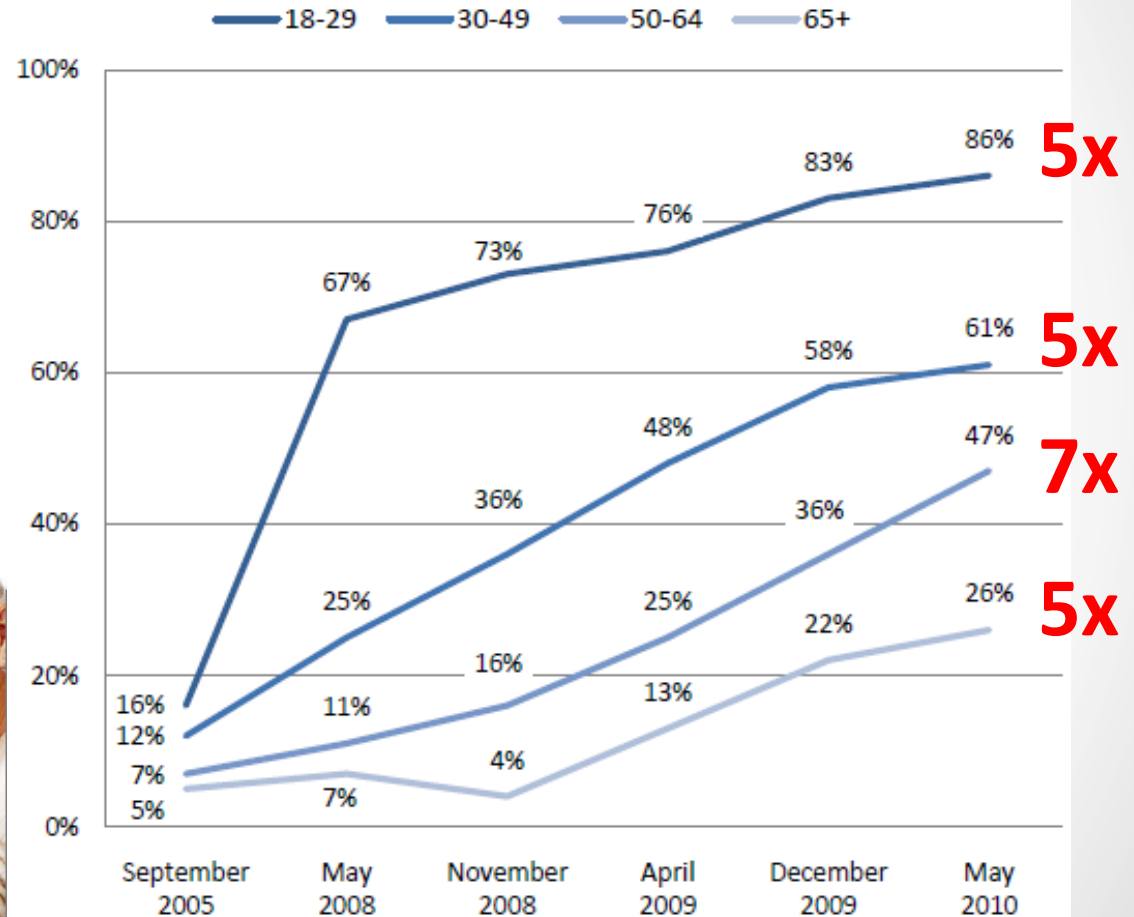
Social networking use continues to grow among older users

The percentage of adult internet users who use social networking sites in each age group



Get Over Yourselves, Youngsters

Old People Can Network Socially Too.



Source: Pew Research Center's Internet & American Life Project Surveys, September 2005 - May, 2010. All surveys are of adults 18 and older.

From Pew Internet & American Life Project

9/29/2011

10

Dental Hygiene???

Toothbrushes

4.2 billion users

Should they be given away
free when you buy a cell
phone?



Mobile Phones

4.8 billion users

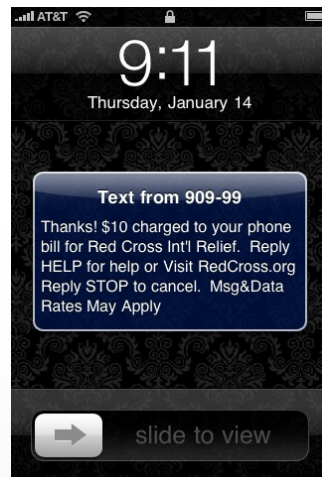
More affordable than
toothbrushes?



<http://www.jeffbullas.com/2012/04/23/48-significant-social-media-facts-figures-and-statistics-plus-7-infographics/>

Cell phones as social tools

% of cell owners



- 76% take and 54% send photo or video
- 23% access a social networking site
- 20% watch a video
- 15% post a photo/video online
- 11% have purchased a product
- 11% charitable donation by text
- 10% status update service such as Twitter, Facebook

What about health?

One in four internet users living with high blood pressure, diabetes, heart conditions, lung conditions, cancer, or some other chronic ailment (23%) say they have gone online to find others with similar health concerns.

- Pew Internet study, 2011

Online searches impact decisions

- 60% of e-patients say the information found online affected a **decision about how to treat an illness or condition**.
- 56% say it changed their overall approach to **maintaining their health** or the health of someone they help take care of.
- 53% say it lead them **to ask a doctor new questions**, or to get a second opinion from another doctor.
- 49% say it changed the way they think about **diet, exercise, or stress management**.
- 38% say it affected a decision about whether to **see a doctor**.
- 38% say it changed the way they **cope with a chronic condition** or manage pain.

But... Healthcare gets an “F” in Social Media

- Recent report: healthcare organizations are lagging behind
 - and... missing out
- Study by Price Waters Coopers
 - Survey of 1000+ US Consumers
 - 1/3 use social media as a source
 - to seek medical information
 - track and share symptoms
 - review doctors, drugs, treatments, medical devices and health plans.
 - 45% say information found would affect health decisions
 - 41%: choice of specific doctor or medical facility
 - 34% decision about taking a certain medication
 - 32% their choice of health insurance

<http://www.imedicalapps.com/2012/04/report-demonstrates-healthcare-organizations-failing-capitalize-social-media/>

Current State of #HCSM

Kelly Barnes of PwC:

*“Health organizations have an **opportunity** to use social media as a way to **better listen, participate** in discussions and engage with consumers in ways that **extend their interaction** beyond a clinical encounter. Savvy adopters are viewing social media as a business strategy, not just a marketing tool.”*



<http://www.imedicalapps.com/2012/04/report-demonstrates-healthcare-organizations-failing-capitalize-social-media/>

Changing Demographics of Cell Ownership



Older adults and social media

- Social networking use among internet users ages 50 and older has nearly doubled—from 22% to 42%—over the past year
- Status updating has also grown in popularity among older users; one in ten say they use Twitter or another service to share updates or see updates about others



Pew Internet, 2010

Helping each other

Altruism spreads in networks. Experiments have confirmed what we have all seen in our daily lives: the more help you get, the more likely you will be to help someone else.

- Nicholas Christakis, MD, PhD, Harvard University. Author of “Connected: The surprising power of our social networks and how they shape our lives”

“Social media has the potential to bridge generational gaps. There are few other spaces—online or offline—where tweens, teens, sandwich generation members, grandparents, friends and neighbors regularly intersect and communicate across the same network.” – Mary Madden



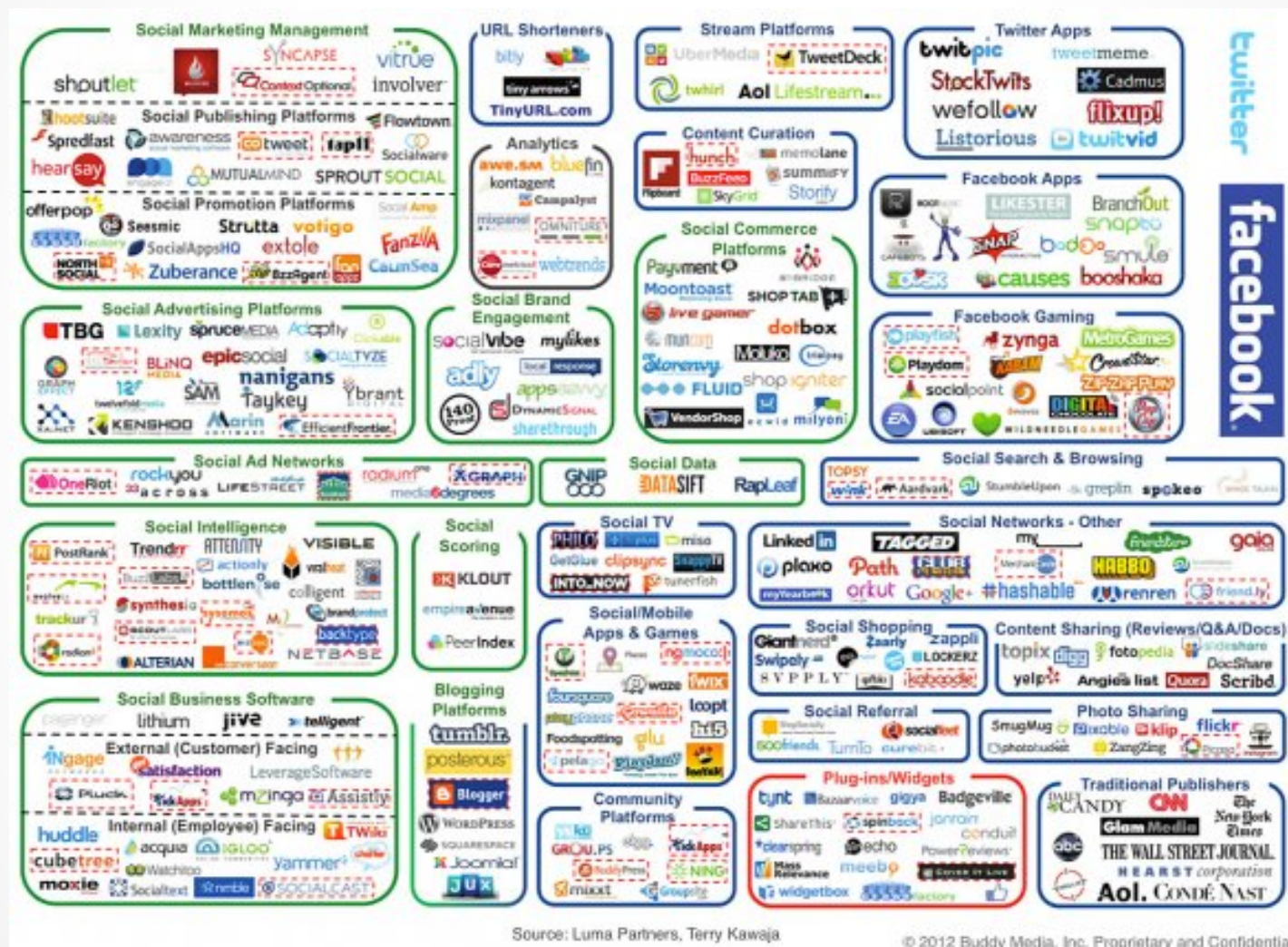
[Mary Madden](#), Senior Research Specialist for the Pew Research Center’s Internet & American Life Project

Ok, but how do we do that?

...

What tools are out there?

The Social Media Universe



Source: Luma Partners, Terry Kawaja

© 2012 Buddy Media, Inc. Proprietary and Confidential

Let's start with vocabulary?

- Twitter, Tweets, Tweetup, Twub, TwitChat, Re-Tweet (RT), Pin, Share, etc
- #hashtag, @tag, etc
- Friend vs. Follow



Common Social Media Tools

- **Twitter**: microblog, hashtag, social networking, private messages, following sources, post: photos, videos, links
- **Facebook**: microblog, hashtag, social networking, private messages, following sources, group networking and communication (private or public), games, post: photos, videos, links
- **Blog Tools**: (ie Wordpress, Blogger, Tumblr) used to interact on a specific or intimate topic, group, or journal-like arena (many different types of “blogs”) post: stories embeded with videos, photos, links, etc.
- **YouTube**: video posting, following sources

Professional tweeting: @YourName
#researchsubject, #Nation, #interest
<http://www.yourwebpage.com>

Reach

Retweet is when you "share" someone else's information to your followers on Twitter

You can Tweet photos too ***

Twitter / Search - #hscm

Home @ Connect # Discover Search

Tweets

People

Top images

Top videos

Worldwide trends · Change

- #WhereKidsRule Promoted
- #MeganandLizOnEllen
- #HeartbeatsAreProudOfJessieJ
- #SheRatchetIf
- Rolls Out Confusing Redesign
- Laurence Ferrari
- Blackout is Platinum
- Hatfields & McCoys
- Promo Tour For Brazilian Beliebers
- Laso

Saved search: #hscm

Tweets Top / All

Nrip Nihalani @nrip 9h
"Listening is what a patient needs most" vsb.li/ytsQX5 #hscm #hcsmin
Expand

RWJF Pioneer @pioneerwjf 28m
@tom_munnecke chats with Nicholas Christakis (@connected_book) & @timoreilly at #HealthFoo ow.ly/bdKLy #hscm
Expand

MedCom Solutions @DigMedCom 1h
Elements to consider when using social media within healthcare setting | Daw Systems: Elements to consider... bit.ly/LQsy7Z #hscm
Expand

MedCom Solutions @DigMedCom 1h
Social Media Hub Grandparents.com Signs Development Agreements for Lifestyle Website and PhotoVideogram... on.mktw.net/KDsmaY #hscm
Expand

P. F. Anderson @pfanderson
"public divisions over #climatechange stem not fr public's incomprehension of science but fr conflict of interest" nature.com/nclimate/journ... #hscm
Expand

Mark Ragan @MarkRaganCEO 2h
Health care communicators: Announcing the Health Care BP 8

Hashtag
search

Trending
Topics

What Should I Post?



Betty Ford Center

@bettyfordcenter Rancho Mirage, CA

We provide effective alcohol and other drug dependency treatment services, to help women, men and families begin the process of recovery.

<http://www.bettyfordcenter.org>

✓ Following



APAHelpCenter APAHelpCenter Retweeted by bettyfordcenter

How do you define recovery from a mental illness or substance use disorder? @SAMHSAgov wants your feedback. <http://ow.ly/6cZhc> #mhsm

25 Aug

A ReTweet, asking followers to provide SAMHSA with feedback on defining recovery



bettyfordcenter Betty Ford Center

Good information from an organization to stop the abuse of prescription abuse stampexpress.org

25 Aug

Health prevention information



Soulseedzforall Soulseeds Retweeted by bettyfordcenter

The AAA approach to change-- Awareness, Acceptance and Action. tinyurl.com/3sxh2d4

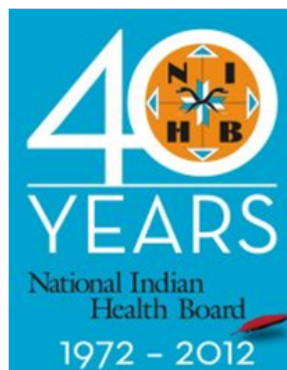
25 Aug

Information on how to change

Organization Name and information
They choose to share about them

facebook

Stacy McBee Braiuca Home



NationalIndian HealthBoard

Lives in Washington, District of Columbia Born on September 23, 1972



Write Post Add Photo / Video

Write something...

Post about upcoming
Events, news, grants,
announcements

Spons

Catholi

CATHO

FOR CHO

Like 10,172 people like this.

Like

Get a Psych Ph.D. Online

mywaldenuniversity.com

Make a great impact in

your field. Advance your

career with a Ph.D. in

Psychology. Accredited.

Online. Walden University.

Visit now!

SCOTTS Lawn Care Products

Scotts EZ Seed® is

guaranteed to grow grass

in the toughest

conditions. "Like" for

more!

Like Barbara Marsh Edwards likes this.

Like Renalda Yazzie likes this.

TruMoo Milk

Hey moms! Nutritious milk

now comes in Chocolate!

Like TruMoo to find a

store near you!

Like 99,190 people like this.

Bonk Breaker

Bo

R A

Chat (29)

Wall

Info

Photos (1)

Notes

Friends

Subscriptions (2)

Friends (351)

Vera Viner

Renaldae Polytec...

They have 351
Friends

Deligh Satter

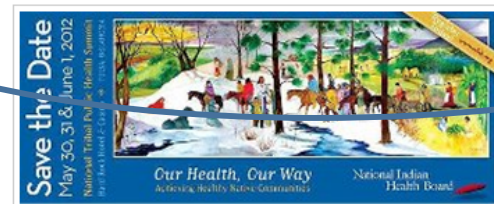
Stephen Dotomain

Leonda Levchuk



NationalIndian HealthBoard

Join the NIHB 3rd Annual National Tribal Public Health Summit: "Our Health, Our Way: Achieving Healthy Tribal Communities" at the Hard Rock Hotel and Casino in Tulsa, OK on May 30- June 1, 2012



Like Comment Share about an hour ago

NationalIndian HealthBoard and 2 others like this.

1 share

Write a comment...



Paul Allis

Grant Announcement.....

Department of Health and Human Services

Administration for Children and Families Tribal Court Improvement Program Grant

...

See More

Grants.gov - Find Grant Opportunities - Opportunity

Synopsis

Wellbound Storytellers - Windows Internet Explorer provided by MSN & Bing

https://www.facebook.com/firelakegrandcasino/posts/10151808057640651#/profile.php?id=100003917712687

File Edit View Favorites Tools Help

Google Search

KU LibX KUMC Keyword Search KU Medical Libraries Catalog Clear Scholar

Wellbound Storytellers

facebook Search Stacy McBee Braiuca Home

Wellbound Storytellers

Write Post Add Photo / Video

Write something...

Wellbound Storytellers shared a link.

Native Americans work to escape the clutches of a diabetes epidemic - KansasCity.com
www.kansascity.com

As young girls raised on Native American reservations, Rhonda LeValdo and Teresa Trumbly Lamsam grew up with at least two certainties. One, they were born into cultures rich in storytelling. Two, which they now hope to help change using the first, Native Americans suffer and often die of...

Like · Comment · Share · 3 hours ago

Donie Blue Powell and Teresa Trumbly Lamsam like this.

Donie Blue Powell awesome article, thanks!
21 minutes ago · Like

Write a comment...

Wellbound Storytellers added a new photo.

Photos or graphics enhance your message

Feature a current event, story, or news

Friends or subscribers can comment on, like, and share info

Report/Block...

Wall Info Photos Subscriptions (5)

Sponsored

Catholicism for Choice

Are you a prochoice Catholic? We are - learn more here.

Scotts

guaranteed to grow grass in the toughest conditions. "Like" for more!

Like · Barbara Marsh Edwards likes this.

Belfonte Ice Cream and Dairy Foods

Want to win ICE CREAM for a year? "Like" us and enter for a chance to win!

Like · Renalda Yazzie likes this.

Free Overnight Shipping

zappos.com

Chat (28)

start Novell GroupWise - M... Twitter / Search - Cit... Wellbound Storyteller... Digital Narratives4Tul... NIH Paperwork 3:37 PM

Blogs

- Blogs are a social media platform
- Interactive & multi-media
- Readers can leave comments, building relationships
- Free blog platforms:
Wordpress.com or Blogger.com



Wellbound STORYTELLERS

Native peoples sharing the journey to wellness

[Home](#) [About](#) [Join us](#) [Contributors](#)

Is Wellness for me?

May 22nd, 2012

By Michael Dodson, Public Information Director, **Citizen Potawatomi Nation**

SHAWNEE, OK— The title I chose for this initial blog entry is in no way flippant. It might seem so, but it is one of the most important questions I must answer as I tiptoe toward my 61st birthday in late June 2012. Pertinent facts: I am 5'8.5" tall and weigh 375 pounds. I have a very boxy build and have struggled with (euphemism alert) "weight problems" from Day One back in 1951.

To illustrate just how boxy I am, let me relate this: A few days ago, I drove to lunch with a co-worker who is 6'1" tall. As we drove to the restaurant and then sat the table, I appeared taller than he. That's a not infrequent experience for me. I possess the legs of a much shorter man (29.5" inseam) and a well-padded tush. And, that taller-than-normal torso is way wide – probably at least one-and-three-quarters normal people wide.

I say that as prelude to explaining that I have always carried more weight than your normal 5'8.5" tall guy. And, with a very laid-back personality, I have never experienced serious health problems. I've had just one hospitalization – for four days to do combat with strep throat back in the early 1980s. I have never had surgery. I rarely have to get medical treatment.



Dodson in 1999 nearing the low-weight point of his second weight-loss journey

Subscribe to WBS

You may manage your subscription options from your profile.

Recent Posts

- » Is Wellness for me?
- » Wellness is a journey, not a destination
- » A lifestyle of exercise: Make sports a family affair
- » The Food Swap: Sneaking in better choices
- » Dona McKinney

Our Contributors

- » Dona McKinney (1)
- » Michael Dodson (2)
- » Rhonda LeValdo (3)
- » Stacy Braiuca (3)
- » Teresa Trumbly Lamsam (2)
- » Welcome (1)



Wellbound STORYTELLERS

Native peoples sharing the journey to wellness

[Home](#) [About](#) [Join us](#) [Contributors](#)

« A lifestyle of exercise: Make sports a family affair

Is Wellness for me? »

Wellness is a journey, not a destination

By **Stacy Braiuca, MSW, MPH**
Social Media Health Specialist

KANSAS CITY, MO – Lao Tzu once said, "The journey of a thousand miles **begins with one step.**" This is one of those phrases that rings true in many scenarios of our lives; health and wellness are no exception to that rule. And sometimes, well really, more often than not, we find ourselves beginning that journey over and over again. Take cigarette smokers for example: it takes an average of 4-7 tries to completely quit on AVERAGE. Think about that. And other than prayer, there is no "reason" to have tobacco. Unfortunately, our bodies require some kind of fuel (aka food) to survive. We also use "fuel" to go about our daily activities. Therefore, we have to eat to survive, and we **MUST** create habits in order to be successful in bending that energy in/energy out balance to lose extra weight from our bodies.

With this in mind, just before going to the West Coast for a conference, I purchased a new version of the accelerometer bracelet I had previously owned. It was very easy to set up, only needs to be charged about once or twice a week. This one synchronizes wirelessly with my phone and has



Balboa Pier, California

Subscribe to WBS

You may manage your subscription options from your profile.

Recent Posts

- » Is Wellness for me?
- » Wellness is a journey, not a destination
- » A lifestyle of exercise: Make sports a family affair
- » The Food Swap: Sneaking in better choices
- » Dona McKinney

Our Contributors

- » Dona McKinney (1)
- » Michael Dodson (2)
- » Rhonda LeValdo (3)
- » Stacy Braiuca (3)
- » Teresa Trumbly Lamsam (2)
- » Welcome (1)

Tag Cloud

Participatory photography

Community members represent and reflect on their social health landscapes using photography

- Can be featured on your org's FB page
 - Tool for personal empowerment, social change
 - Catalyst for dialogue, guided reflection
- Also called "Photo Voice"

You Tube Traffic

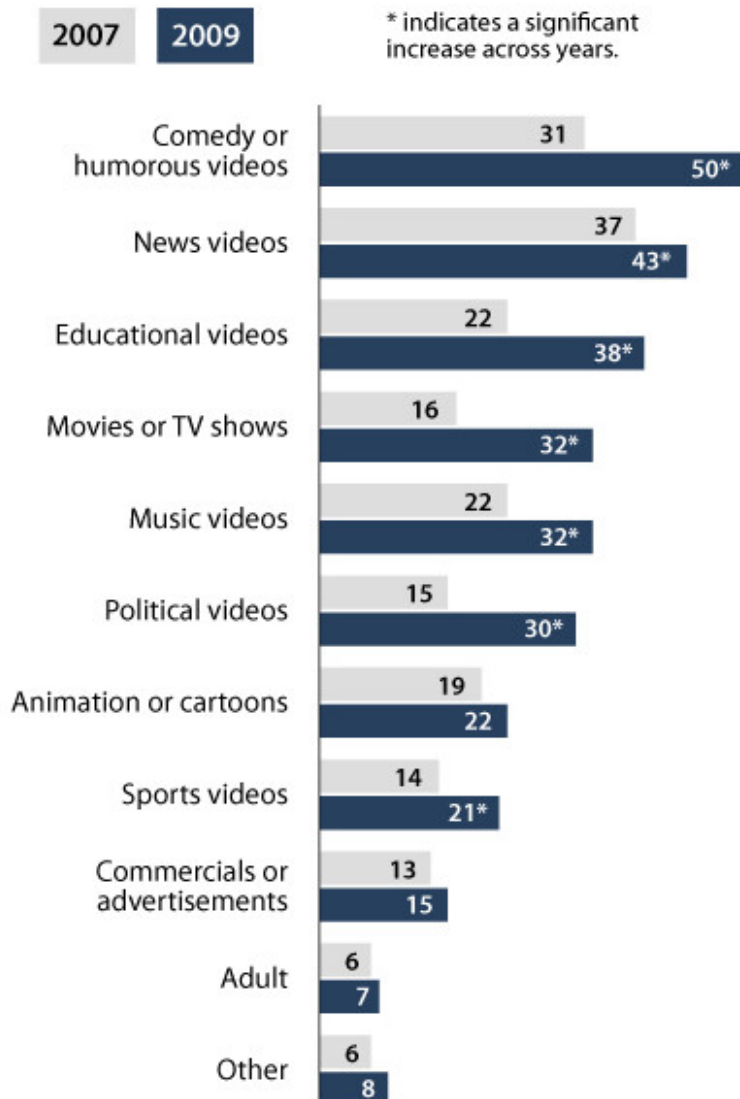
- One hour of video is uploaded to YouTube **every second**.
- Over **4 billion** videos are **viewed** a day
- Over **800 million unique users** visit YouTube each **month**
- Over 3 billion hours of video are watched each month on YouTube
- **More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years**
- 70% of YouTube traffic comes from outside the US
- YouTube is localized in 39 countries and across **54 languages**
- In 2011, YouTube had more than 1 trillion views
- In 2011 there were almost 140 views for every person on Earth

MoreTube

- ...has a Partner Program
- ...has more HD content than any other online video site
- ...has thousands of full-length movies on YouTube
- **mobile** gets over **600 million views a day**
- **mobile device traffic tripled** in 2011
- The **player is embedded** across tens of millions of websites
- Content ID scans over 100 years of video every day
- More than **3,000 partners use Content ID**, including every major US network broadcaster, movie studio and record label
- ...has more than eight million reference files in the Content ID database. That number has doubled in the last year
- Over a third of **monetized views** come from Content ID
- More than 120 million videos have been claimed by Content ID

Online video

% of online adults who say they watch each type of video, by year



What You Need to Know:

69% of internet users (half of all US adults) watch videos online – and not just funny cat videos

14% of internet users have uploaded their own video content (up from 8% in 2007); sharing as likely to occur on social networking sites as specialized video sites



From Pew Internet & American Life Project

Bringing it all together!

- Facebook, Twitter and other social networks has accelerated the growth of YouTube as it enables discovery and sharing online video
- 500 years of YouTube video are watched every day on Facebook
- Over 700 YouTube videos are shared on Twitter each minute
- 100 million people take a social action on YouTube (*likes, shares, comments, etc*) every week
- Auto-shared tweet results in an average of 6 new youtube sessions
- There are 500 tweets per minute containing a YouTube link
- Millions of subscriptions to YouTube happen each day.
(*Subscriptions allow you to connect with someone you're interested in — whether it's a friend, or the NBA — and keep up on their activity on the site*)
- More than 50% of videos on YouTube have been rated or include comments from the community
- Millions of videos are favorited every day

What do you think?

- <http://saynotoviolence.org/>

The screenshot displays the SAY NO UNITE website interface. At the top, the logo reads "SAY NO UNITE TO END VIOLENCE AGAINST WOMEN". Navigation links include "Contact", "English", "Français", "Español", "Home", and "Login to My Say NO". Social media icons for YouTube, Twitter, Facebook, and RSS are present, along with a "ShareThis" button. A search bar is located on the right. The main content area features a photograph of two individuals sitting in chairs, facing each other, with a wall of sticky notes in the background. A text overlay on the photo states: "Three days, forty-two people, twenty-five nationalities: One great recipe for empowerment". To the right of the photo, a large blue box displays the statistic "5,089,679 ACTIONS TAKEN" and a message: "15 to 76 percent of women may be abused in their lifetime. Let us count you in to make a difference – take action NOW to end violence against women." Below this, three orange buttons are labeled "START AN ACTION", "JOIN AN ACTION", and "MANAGE MY SAY NO". At the bottom, a row of application icons is visible, including Safari, iTunes, and various social media and utility apps.

SAY NO UNITE
TO END VIOLENCE AGAINST WOMEN

Contact | English | Français | Español | Home | Login to My Say NO

Follow Say NO
ShareThis YouTube Twitter Facebook RSS

ABOUT SAY NO AROUND THE WORLD THE ISSUE TAKE ACTION DONATE SEARCH:

Three days, forty-two people, twenty-five nationalities: One great recipe for empowerment

5,089,679
ACTIONS TAKEN

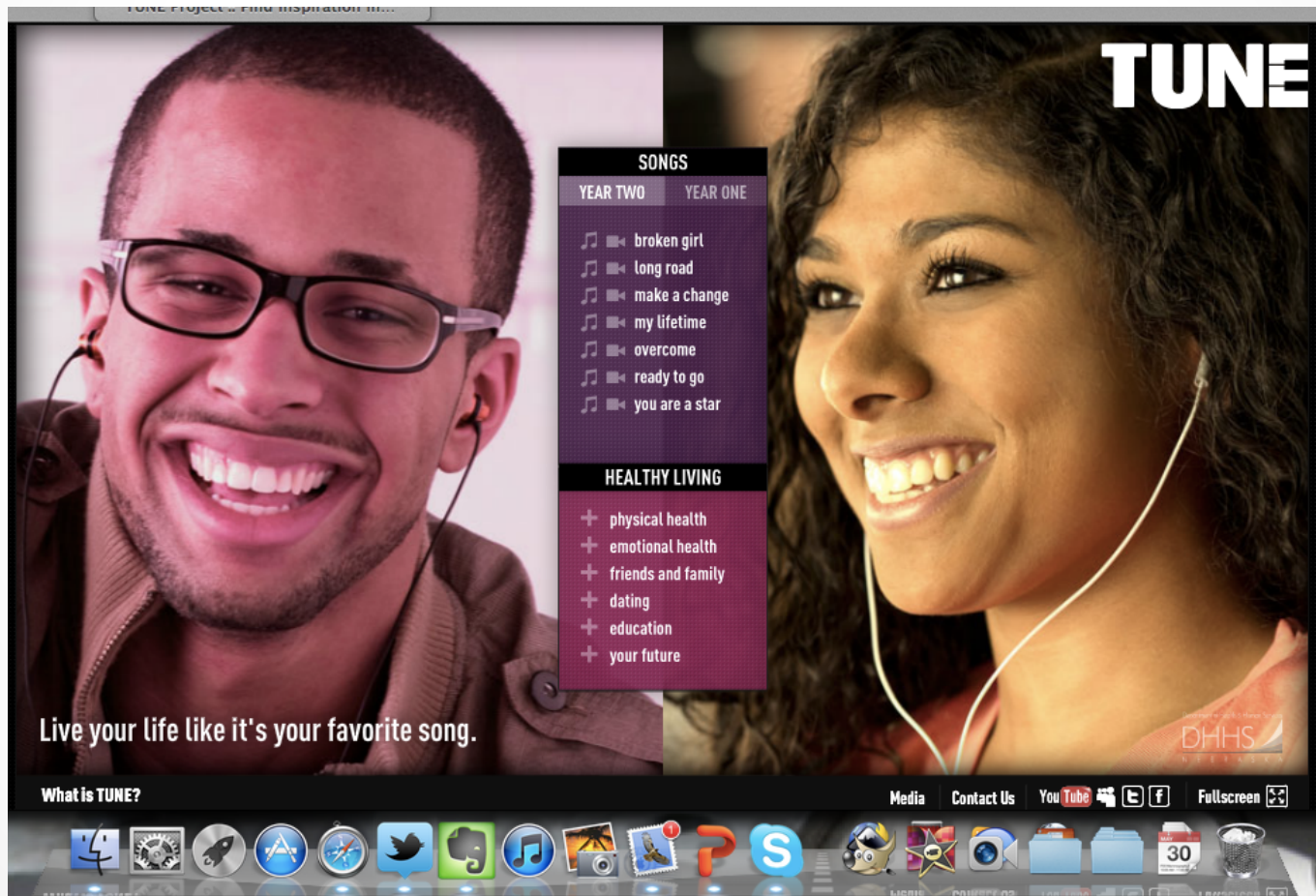
15 to 76 percent of women may be abused in their lifetime. Let us count you in to make a difference – take action NOW to end violence against women.

START AN ACTION **JOIN** AN ACTION **MANAGE** MY SAY NO

1 2 3 4

What do you think?

- <http://www.tunemylife.org>



Social Media Analytics

Small and Mid-Sized Business Social Media Forecast - 2012 and 2013

- SMBs are forecasted to spend \$2 billion in 2012
- SMBs are forecasted to spend \$3.9 billion in 2013
- SMBs plan on spending 13.7 percent of online advertising budgets for social media in 2012
- 80% of SMBs are forecasted to have a social media presence by the end of 2012
- Social media is listed as the 3rd highest category for online spending in the coming year ahead of streaming video, mobile, and banner ads.

• Technorati.com

- **Know the terms**
- **AIM** for Success
- **Simple Metrics**

Social Media Analytics

Glossary Of Social Media Analytics: Most Important Terms

- **Social Reach**
- **Social Reach Velocity**
- **Social Profile**
- **Social Conversion**
- **Social Mention**
- **Brand Sentiment**
- **Share of Voice**
- **Share of Social Conversations**
- **Social Media Impressions**
- **Optimal Engagement Times**
- **Content-to-Contact Ratio**
- **Content-to-Share Ratio**
- **Activity Ratio**
- **Bounce Rate**
- **Targeted Social Traffic**

Courtesy - <http://garious.com>

Social Media Analytics

- **Glossary – Top Five**

- **Social Reach**
- **Social Reach Velocity**
- **Social Profile**
- **Social Conversion**
- **Social Mention**

Social Media Analytics

- **Glossary – Next Five**
 - **Brand Sentiment**
 - **Share of Voice**
 - **Share of Social Conversations**
 - **Social Media Impressions**
 - **Optimal Engagement Times**

Social Media Analytics

- **Glossary – Another Five**
 - **Content-to-Contact Ratio**
 - **Content-to-Share Ratio**
 - **Activity Ratio**
 - **Bounce Rate**
 - **Targeted Social Traffic**

Social Media Analytics

- **AIM** for success
 - **A**nalyzing Content
 - Find tools that you can operate
 - Range from expensive to free
 - **I**nterpreting Activity
 - Focus your efforts on specific activities
 - Start small. Only analyze what you can understand
 - **M**easuring Audience
 - Define the audience you want to affect
 - Measure outcomes you can control

Social Media Analytics

- Good **AIM** is important
 - Social media analytics and tracking can be very time-consuming and expensive.
 - At the very least, you should be tracking

About your organization

- Company name
- Company brand names
- Company product names
- Names of key executives
- Tag lines
- Recent promotions
- Industry keywords

About your competitors

- Competitor names
- Competitive product names,
- Competitor tag lines
- Competitor promotions
- Key personnel

Social Media Analytics

5 simple metrics

- **Examine Referring Traffic**
 - Google Analytics does this well
- **Review your content**
 - monitor unique page views, time on page and total pages viewed
- **Share of Voice** – conversations about your company vs. competitors
 - SocialMention.com (free) – Radian6 (\$\$\$)
- **Size of Community**
 - Sprout.social.com
- **Sentiment measurement**
 - Content analysis of mentions in other media

Social Media Analytics

Good Sites to visit

- Mashable.com – Very readable blog about all aspects of online communication. Section specifically about SM
- PageLever.com – Facebook fan page insights and analytics on steroids.
- PeopleBrowsr.com – One of the most comprehensive social media planning and monitoring tools ever released.
- kyoo.com – Not a classic analytics tool, but it does give you a snapshot of online buzz relating to selected keywords.
- SiteTrail.com – Have you ever wanted to get an idea of how a competitor's website is performing? Well, now you can thanks to SiteTrail.com.
- TwentyFeet.com – This helps you aggregate all of your social media performance data in the one place.
- Tiny.ly – Tiny.ly is a URL shortener (like Bit.ly) but packs in real-time sharing and usage stats into the mix. Very handy.
- Tweeb – an app for your iPhone that delivers bespoke Twitter analytics.
- SimplyMeasured.com – Treat yourself to a free social media competitor analysis [here](#).
- CrowdBooster.com – This is an engagement dashboard which has some serious analytics capabilities built in.
- [Social Tracking Plugin from Google](#) – Google has gone social in a big way in 2011 and this handy plugin works well alongside your standard analytics reporting.

• Courtesy: thenextweb.com

Social Media Analytics

Small and Mid-Sized Business Social Media Forecast - 2012 and 2013

- SMBs are forecasted to spend \$2 billion in 2012
- SMBs are forecasted to spend \$3.9 billion in 2013
- SMBs plan on spending 13.7 percent of online advertising budgets for social media in 2012
- 80% of SMBs are forecasted to have a social media presence by the end of 2012
- Social media is listed as the 3rd highest category for online spending in the coming year ahead of streaming video, mobile, and banner ads.

• Technorati.com

- **Know the terms**
- **AIM** for Success
- **Simple Metrics**

Social Media Analytics

Glossary Of Social Media Analytics: Most Important Terms

- **Social Reach**
- **Social Reach Velocity**
- **Social Profile**
- **Social Conversion**
- **Social Mention**
- **Brand Sentiment**
- **Share of Voice**
- **Share of Social Conversations**
- **Social Media Impressions**
- **Optimal Engagement Times**
- **Content-to-Contact Ratio**
- **Content-to-Share Ratio**
- **Activity Ratio**
- **Bounce Rate**
- **Targeted Social Traffic**

Courtesy - <http://garious.com>

Social Media Analytics

- **Glossary – Top Five**

- **Social Reach**
- **Social Reach Velocity**
- **Social Profile**
- **Social Conversion**
- **Social Mention**

Social Media Analytics

- **Glossary – Next Five**
 - **Brand Sentiment**
 - **Share of Voice**
 - **Share of Social Conversations**
 - **Social Media Impressions**
 - **Optimal Engagement Times**

Social Media Analytics

- **Glossary – Another Five**
 - **Content-to-Contact Ratio**
 - **Content-to-Share Ratio**
 - **Activity Ratio**
 - **Bounce Rate**
 - **Targeted Social Traffic**

Social Media Analytics

- **AIM** for success
 - **A**nalyzing Content
 - Find tools that you can operate
 - Range from expensive to free
 - **I**nterpreting Activity
 - Focus your efforts on specific activities
 - Start small. Only analyze what you can understand
 - **M**easuring Audience
 - Define the audience you want to affect
 - Measure outcomes you can control

Social Media Analytics

- Good **AIM** is important
 - Social media analytics and tracking can be very time-consuming and expensive.
 - At the very least, you should be tracking

About your organization

- Company name
- Company brand names
- Company product names
- Names of key executives
- Tag lines
- Recent promotions
- Industry keywords

About your competitors

- Competitor names
- Competitive product names,
- Competitor tag lines
- Competitor promotions
- Key personnel

Social Media Analytics

5 simple metrics

- **Examine Referring Traffic**
 - Google Analytics does this well
- **Review your content**
 - monitor unique page views, time on page and total pages viewed
- **Share of Voice** – conversations about your company vs. competitors
 - SocialMention.com (free) – Radian6 (\$\$\$)
- **Size of Community**
 - Sprout.social.com
- **Sentiment measurement**
 - Content analysis of mentions in other media

Social Media Analytics

Good Sites to visit

- Mashable.com – Very readable blog about all aspects of online communication. Section specifically about SM
- PageLever.com – Facebook fan page insights and analytics on steroids.
- PeopleBrowsr.com – One of the most comprehensive social media planning and monitoring tools ever released.
- kyoo.com – Not a classic analytics tool, but it does give you a snapshot of online buzz relating to selected keywords.
- SiteTrail.com – Have you ever wanted to get an idea of how a competitor's website is performing? Well, now you can thanks to SiteTrail.com.
- TwentyFeet.com – This helps you aggregate all of your social media performance data in the one place.
- Tiny.ly – Tiny.ly is a URL shortener (like Bit.ly) but packs in real-time sharing and usage stats into the mix. Very handy.
- Tweeb – an app for your iPhone that delivers bespoke Twitter analytics.
- SimplyMeasured.com – Treat yourself to a free social media competitor analysis [here](#).
- CrowdBooster.com – This is an engagement dashboard which has some serious analytics capabilities built in.
- [Social Tracking Plugin from Google](#) – Google has gone social in a big way in 2011 and this handy plugin works well alongside your standard analytics reporting.

• Courtesy: thenextweb.com

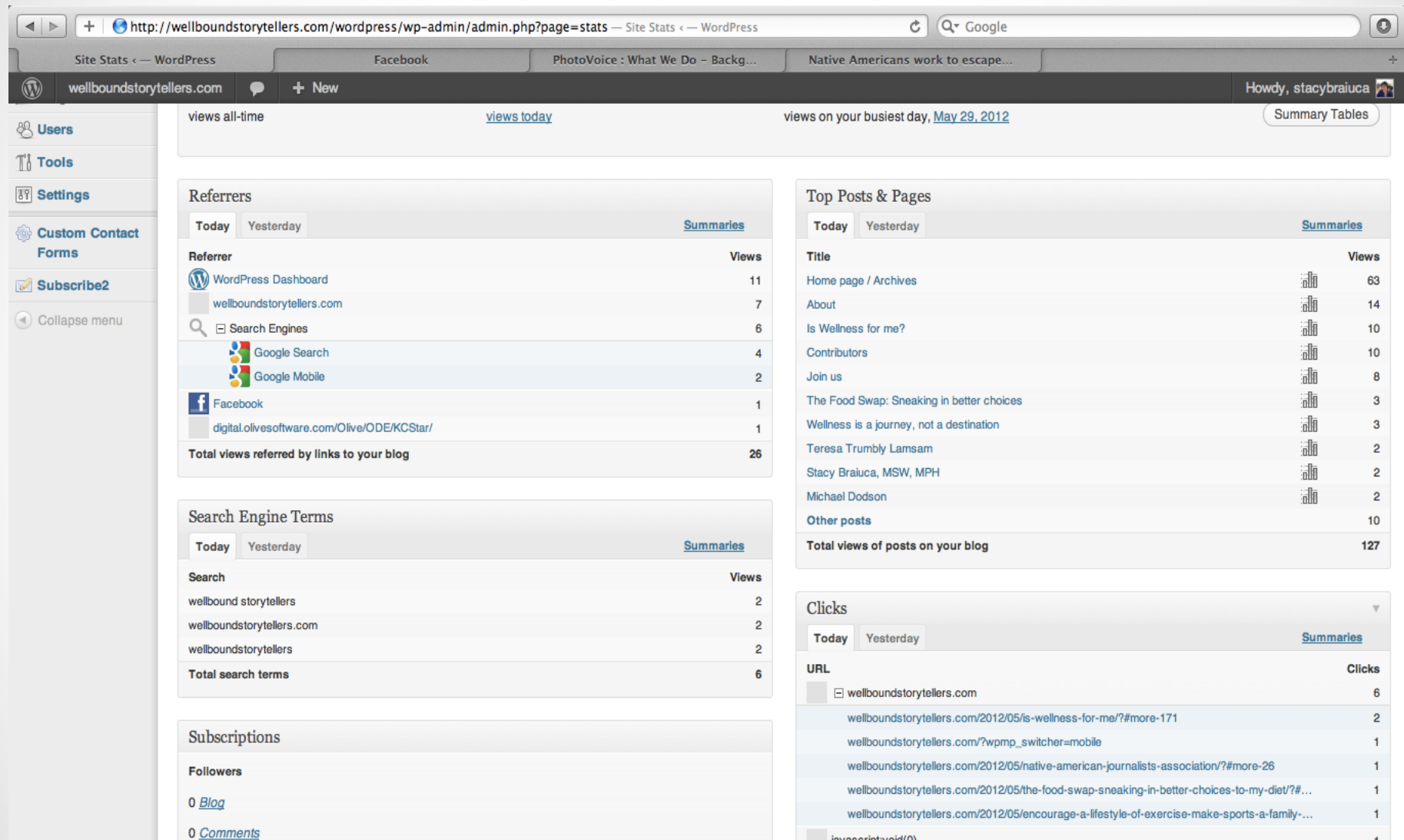
Social Media Analytics

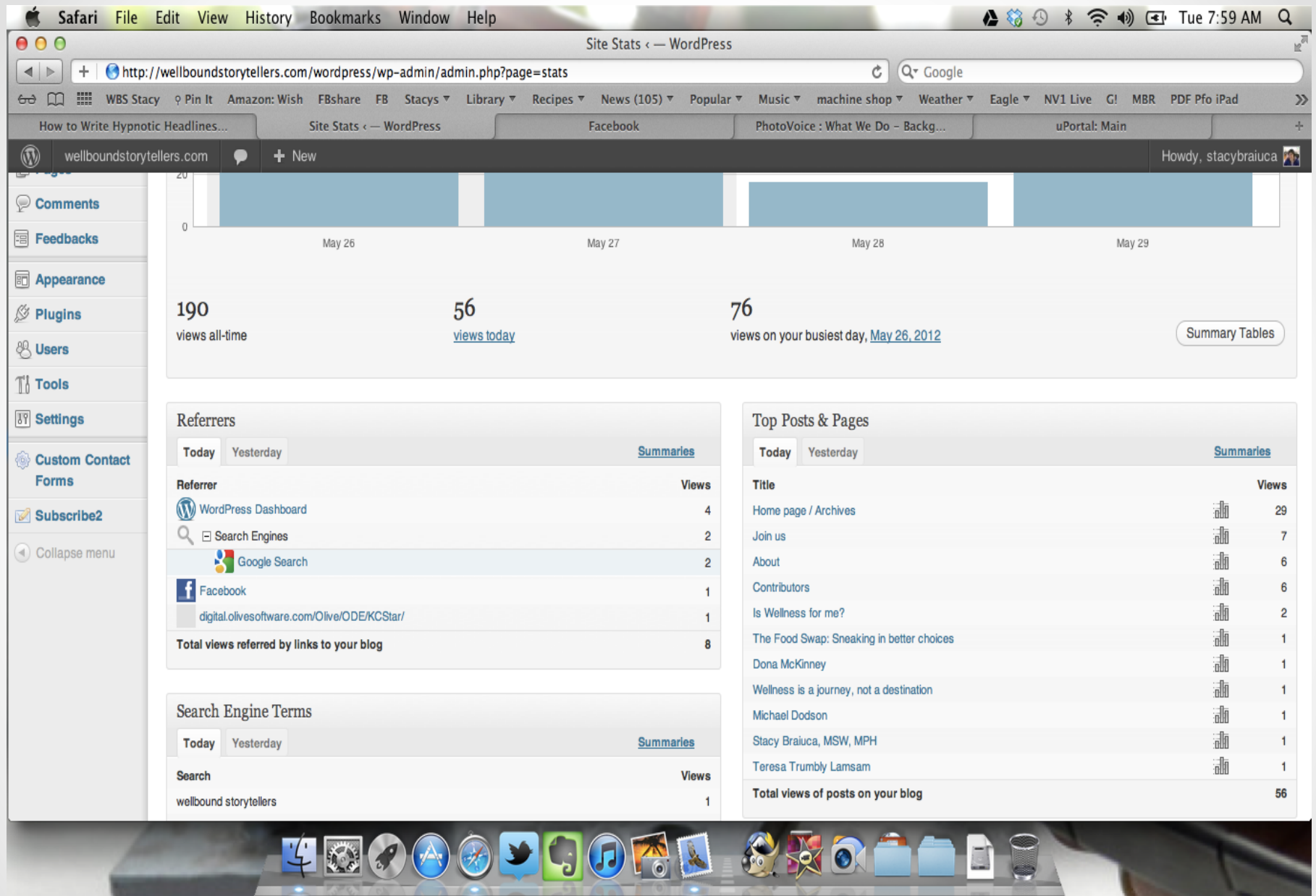
- **Here are 5 Free Tools to track Social Media conversations:**
- **1. PostRank**
- **2. Social Mention**
- **3. Brand Monitor**
- **4. Engag.io**
- **5. Google Email Alert System**
- **Conclusion:**
- According to Postrank, off-site engagement (Engagement on online sources other than your website) now accounts for 80% of the attention your content receives. This makes it even more important to monitor and tap into conversations taking place on social media about your company or sector and learn how to improve and discover your audience. The free social media monitoring tools above can help you tap into the full benefits of social media by tracking conversations about your brand, content or topics relevant to your niche.

Social Media Analytics

- More information from:
 - Prof. Michael Williams, Univ. of Kansas
 - mikewms@ku.edu

WBS Blog Analytics Example





Conclusion: In 60 Seconds....



So how do you start...



Find your
partners &
Plan

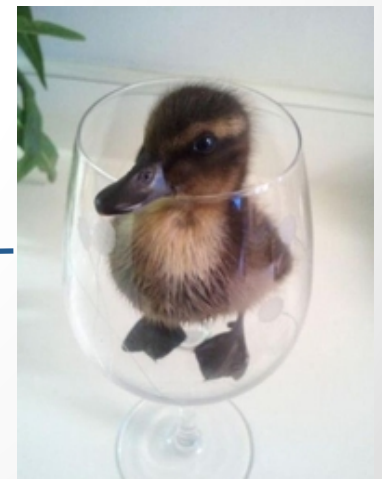


Start
Slow
Use one
tool



Test your
ideas

Engage
Influencers



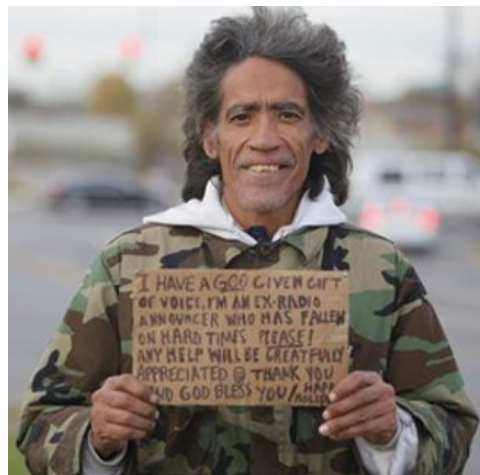
Don't be
afraid to fail...

Don't reinvent
The wheel

Use free
Open source

Relationships, Community, Connecting...

- Social media tools are nothing unless you use them to build relationships
- Dissemination can be far reaching & immediate
- Bridge geographic distances and generations
- Enhanced value when combined with other dissemination strategies
- Be mindful of that which you cannot see, people “lurk” and learn



Your Assignments...

- Pick ONE form of social media talked about today
- Set up an account
- “Lurk” or listen to those around you
- Slowly dip into the waters and post your own content
- Professionally, personally, or as an organization or group
- For at least 2-3 weeks, then re-commit to an additional goal
- Go out and build relationships!!!

Questions?



stacy.braiuca@gmail.com
trumblylamsam@gmail.com
mikewms@ku.edu