

Paid, Owned and Earned Social Media Measurement Framework menu of potential metrics

MENU	EXPOSURE	ENGAGEMENT	PREFERENCE	IMPACT	ADVOCACY
PAID	<ul style="list-style-type: none"> ● Active GRPs ● Impressions / Reach ● % increase in OTS ● % increase in Reach ● % reduction in CPM ● % reduction in Cost per GRPs ● % reduction in cost of TRPs 	<ul style="list-style-type: none"> ● Interaction rate ● % increase in Click-throughs ● % increase in Video starts ● % increase time viewing ● % decrease in bounce rate ● % increase in completion rate 	<ul style="list-style-type: none"> ● Purchase consideration ● Awareness ● Purchase Intent ● % increase in willingness to consider ● % increase in people aware of desired positioning ● % increase in likelihood to Recommend 	<ul style="list-style-type: none"> ● Attend event ● % increase in number of trials ● % increase in new visits to website ● % increase in event attendance ● % increase in sales ● % increase in coupon downloads ● % increase in qualified leads ● Increase in % of coupons redeemed 	<ul style="list-style-type: none"> ● Mentions in earned channel ● % increase in recommendations ● % increase in desirable reviews ● % increase in favourable ratings
OWNED	<ul style="list-style-type: none"> ● Page views ● Reach ● Opportunities to see ● CPM ● % increase in unique visitors ● % increase in likes/follows ● % increase in views/pins 	<ul style="list-style-type: none"> ● Interaction rate ● Subscriptions ● % increase in engagement (total comments + shares/ likes) ● % increase in return visits ● % increase in requests for information / downloads ● % increase in pages per visit and time spent on page ● % increase in use of links, hashtags ● Duration / time on site / post / video etc 	<ul style="list-style-type: none"> ● % increase in shares ● % more likely to tell a friend ● % increase in desirable opinion or positive belief ● % increase in association of brand with key attributes 	<ul style="list-style-type: none"> ● % increase in downloads (paper or app) ● % increase in trial use ● % increase in inbound requests for information ● % increase in sales ● % decrease in cost of communicating 	<ul style="list-style-type: none"> ● Recommendations & % increase over time ● Desirable ratings & % increase over time ● Favourable reviews & % increase over time

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EARNED	<ul style="list-style-type: none"> ● Number of mentions ● Number of posts ● OTS / Impressions / Reach (choose one, use consistently & define clearly) ● Message delivery ● Tone / favourability ● % increase in desirable items ● % decrease in undesirable items ● % increase in opportunities to see a key message 	<ul style="list-style-type: none"> ● Hashtag & link usage & % increase over time ● Contest entries/ participants & % increase over time ● Engagement (total comments + shares/ likes) & % increase over time ● % increase in return visits ● % increase in requests for information, downloads ● Pages per visit and time spent on page & % increase over time ● % increase in downloads 	<ul style="list-style-type: none"> ● Purchase intent ● Awareness ● Associations with issues /topics ● % increase in willingness to consider the brand ● % increase in people aware of desired positioning ● % increase in likelihood to recommend ● % increase in shares ● % more likely to tell a friend ● % increase in desirable opinion or positive belief ● % increase in association of brand with key attributes ● % decrease in cost per message 	<ul style="list-style-type: none"> ● Attend event/store etc ● % increase in event / store attendance ● Promo redemptions ● Trials participation & % increase over time ● New visits to website & % increase over time ● Sales & % increase over time ● Coupon downloads & % increase over time ● Qualified leads & % increase over time ● Downloads of white papers etc & % increase over time ● App downloads & % increase over time ● % increase in inbound requests for information ● Vote for issue 	<ul style="list-style-type: none"> ● Recommendations & % increase over time ● Desirable ratings & % increase over time ● Favourable reviews & % increase over time

Programme, Business and Channel Social Media Measurement Framework menu of potential metrics

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PROGRAMME METRICS	<ul style="list-style-type: none"> ● AOTS / Impressions / Reach (choose one, use consistently & define clearly) ● % increase in share of desirable OTS in target market or among key stakeholders ● % decrease in undesirable OTS in target market or among key stakeholders 	<ul style="list-style-type: none"> ● Number of interactions with content ● Interaction rate % ● % of audience that is engaged (i.e. % Facebook likes that comment or share) ● Desired Hashtag usage ● % increase in Hashtag usage 	<ul style="list-style-type: none"> ● Increase % association with key attributes ● Change in issue sentiment ● Increase % in share of spokespeople quoted ● % increase in desired association with key attributes ● preference for specific product & % increase over time ● Likelihood to purchase among target stakeholders & % increase over time 	<ul style="list-style-type: none"> ● New subscribers ● Referral traffic to website ● White paper downloads ● % change in issue sentiment 	<ul style="list-style-type: none"> ● Recommendations % ● Total Mentions %
BUSINESS METRICS	<ul style="list-style-type: none"> ● Brand awareness ● % reduction in CPM ● Cost per GRP & % reduction over time ● Cost of TRPs & % reduction over time ● Cost per Message Communicated & % reduced over time 	<ul style="list-style-type: none"> ● Brand mentions ● Share of voice ● % increase in downloads of key purchase drivers (i.e. whitepaper, travel guide) 	<ul style="list-style-type: none"> ● Purchase consideration % ● Association with brand attributes ● % increase in brand preference ● % increase in brand consideration ● % increase in likelihood to recommend ● % association with brand attributes 	<ul style="list-style-type: none"> ● Sales ● Repeat sales ● Purchase frequency ● Cost savings ● % increase in inbound requests for information (leads) ● % decline in turnover/ churn ● % reduction in cost of doing business ● % increase in cost efficiency 	<ul style="list-style-type: none"> ● Increase in % of Employee ambassadors ● % increase in number of Brand fans/ advocates

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<p>CHANNEL METRICS</p>	<ul style="list-style-type: none"> ● Number of items (tweets, posts) ● Mentions ● CPM ● OTS / Impressions / Reach (choose one, use consistently & define clearly) ● Number of desirable items by channel & % increase over time ● Reach among target audience in channel & % increase over time 	<ul style="list-style-type: none"> ● Post likes ● Comments ● Shares ● Views ● RTs/1000 ● Followers % increase ● Channel following that is engaged & % increase over time 	<ul style="list-style-type: none"> ● Net promoter % by channel ● Tone / favourability & change over time 	<ul style="list-style-type: none"> ● Unique visitors to website referred from each channel 	<ul style="list-style-type: none"> ● Organic posts by advocates ● Ratings/Reviews