

Simple Social Media Measurement Matrix

If you are engaging in social media, you should be measuring the results of your work. Although social media is often 'free', your time and efforts are not. Therefore, any social media program should measure the value of its investment. There are many areas to measure that are more qualitative than quantitative, but here is a simple Social Media Measurement Matrix designed to facilitate side-by-side comparison of social media accounts as well as momentum over time. This matrix enables easy reporting from multiple sources and or accounts for one company. This matrix is not exhaustive nor does it take into consideration the quality of engagement. This is just meant to be a simple tool to satisfy the numbers folks in your organization and to track performance across platforms over time.

Platform	Audience	Activity	Engagement	Web Traffic	Lead Gen
Twitter	# of Followers # of Friends	# of Tweets	# of Tweets # of Mentions # of Retweets # of Conversations (DM)	# Clicks to Website	# of Leads
Facebook	# of Fans # of Favorites	# of Posts # of Events	# of Comments # of Attendees (Events)	# Clicks to Website	# of Leads
LinkedIn	# of Members	# of Posts	# of Discussion Posts # of News Posts # of Questions	# Clicks to Website	# of Leads
YouTube	# of Subscribers # of Views # of Favorites	# of Uploads	# of Comments # of Link backs	# Clicks to Website	# of Leads
Blog Commenting	-	# of Comments	# of Responses	# Clicks to Website	# of Leads
Corporate Blog	# of Readers # of Subscribers (RSS)	# of Posts	# of Comments # of Link backs	# Clicks to Website	# of Leads

About Affect Strategies

Affect Strategies is a public relations, strategic marketing and social media firm located in New York. Specializing in technology and business to business, we combine strategy, creative and intelligent program development, impeccable execution and exemplary customer service to help our clients achieve their specific business goals. Find out how Affect can help your company. Contact us at 212-398-9680, info@affectstrategies.com or connect with us at www.techaffect.com.