Measuring the Value of a “Like” or a “Follow”

2014 NABE COMM Meeting
Indianapolis | Oct. 1-3
#nabecomm14

Carissa Long, Indiana State Bar Association
Sayre Happich Ribera, The Bar Association of San Francisco
Christopher Bonjean, Illinois State Bar Association
Presentation Agenda

1. How to Measure Social Media Success
   • Why Measure Your Success?
   • Beginning Steps: Your ROI Measurement Strategy
   • Ways to Measure Your Success

1. 30 Social Media Tips in 30 Minutes!

1. Questions
Get your head out of the sand!

- We must engage & interact with multiple generations – whether it be a member, non-member or a member of the public.

- To stick our head in the sand & deny the importance of social media would be a disservice to the mission of our association.

- Most leaders understand that social media is important on some level, but still remain skeptical, which is why measuring your success is critical!
Social media is just one additional way to reach members.

Channels of communication with members

- Facebook
- Twitter
- LinkedIn
- Association Website
- Direct Mail
- Bar Journal
- e-Discussion lists
- Electronic Newsletter
Why Measure Your ROI?

• Because social media has become such an integral part of our comprehensive marketing strategies, associations are indeed spending hours on social media outreach – as they should.

• As bar associations continue to devote resources, time & energy to make social media successful, it’s critical to understand what’s actually working and what isn’t to really be successful.

• We all want to prioritize our efforts to the things that produce the highest result, but if you aren’t measuring what’s delivering, you have no idea what you should be doing more of.
Beginning Steps: Your ROI Measurement Strategy

• #1 – Set social media goals
  • You need to set your goals so you know which factors you’re measuring and what success looks like for you.

• #2 – Determine the right platforms
  • Find where your audience spends their time so you can devote your resources, time & energy only to platforms that make the most sense for your association.
### Facebook Insights

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/27/2014 2:11 pm</td>
<td>What could be more fun than a visit to the Indianapolis Zoo to earn CLE credit on this sunny day</td>
<td>📝</td>
<td>🌟</td>
<td>22</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>06/26/2014 2:32 pm</td>
<td>Addendum: Your biweekly e-newsletter of the State Bar</td>
<td>📝</td>
<td>🌟</td>
<td>88</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>06/26/2014 16:24 am</td>
<td>Jeff R. Hawkins, Sullivan, ISBA president-elect, will soon begin the process of appointing members to...</td>
<td>📝</td>
<td>🌟</td>
<td>333</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>06/25/2014 1:07 pm</td>
<td>&quot;The Clerk's Office will be open until at least 4:30 p.m. this evening to issue licenses. I will also...</td>
<td>📝</td>
<td>🌟</td>
<td>776</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>06/25/2014 13:50 pm</td>
<td>&quot;The court has never witnessed a phenomenon throughout the federal court system as is presented...</td>
<td>📝</td>
<td>🌟</td>
<td>4K</td>
<td>282</td>
<td></td>
</tr>
<tr>
<td>06/24/2014 1:30 pm</td>
<td>Timeline Photos</td>
<td>📝</td>
<td>🌟</td>
<td>126</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>06/23/2014 1:50 pm</td>
<td>ISBA staffer Catheryne E. Pully has been recalled to active duty, per a &quot;by-name request,&quot; with the Navy</td>
<td>📝</td>
<td>🌟</td>
<td>428</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>06/23/2014 9:25 am</td>
<td>&quot;It's like any other publicly available information,&quot; said Donald Lundberg, an Indianapolis, Indiana,</td>
<td>📝</td>
<td>🌟</td>
<td>428</td>
<td>41</td>
<td></td>
</tr>
</tbody>
</table>
Indiana State Bar Association

May 9

Photo of the year: George & Vi Taliferro were honored last night for their lifetime of leadership and public service at the State Bar's Leadership Development Academy final session in Columbus. Leave a comment below for George & Vi!

1,360 People Reached

214 Likes, Comments & Shares

151 Likes

28 On Post

123 On Shares

49 Comments

8 On Post

41 On Shares

14 Shares

12 On Post

2 On Shares

49 Post Clicks

49 Photo Views

0 Link Clicks

0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

0 Unlike Page
Social Media Report

2012 Solo & Small Firm Conference
@Belterra
May 31 – June 2, 2012
Measuring the Value of a Like:
How Does the SFBAR Measure its Social Media Success
Showing Success and Value Through Analytics
Showing Success and Value Through Analytics

Impressions: Number of times a user saw a Tweet on Twitter
Showing Success and Value Through Analytics
Showing Success and Value Through Analytics
Showing Success and Value Through Analytics

July: 24 new followers in July
Total: 1,791 followers
Biggest single post reach in July: 337 people
Biggest single post reach in June: 600 people

July: 110 new followers
Total: 2,787 followers
Top locations: 29% SF, 9% LA, 6% NY, 4% Washington

July: 54 new followers for Company Page | Total: 1,218 followers
39 new Group members | Total: 3,431 followers
Highlight: A $250 donation for one of our education programs
Biggest post reach: 1,625 impressions (# of times a post was shown to members)
What does social media success look like?

### Twitter Top 100 Most Followers

<table>
<thead>
<tr>
<th>Twitter users</th>
<th>Followers</th>
<th>Following</th>
<th>Tweets</th>
</tr>
</thead>
<tbody>
<tr>
<td>KATY PERRY @katyperry</td>
<td>53,996,103</td>
<td>149</td>
<td>5,710</td>
</tr>
<tr>
<td>Justin Bieber @justinbieber</td>
<td>52,512,133</td>
<td>130,509</td>
<td>27,078</td>
</tr>
<tr>
<td>Barack Obama @BarackObama</td>
<td>43,769,262</td>
<td>649,959</td>
<td>11,979</td>
</tr>
<tr>
<td>YouTube @YouTube</td>
<td>43,101,606</td>
<td>710</td>
<td>10,617</td>
</tr>
<tr>
<td>Lady Gaga @ladygaga</td>
<td>41,557,877</td>
<td>134,402</td>
<td>4,796</td>
</tr>
</tbody>
</table>
• Blog started in June 2009
• Centerpiece of our social media strategy
• Funnel readers from Twitter/Facebook/LinkedIn to the blog
• Over 2 million pageviews
• Use Google Analytics to find out what members are reading, for how long and how they got to site (mobile)
Content is king
Tracking success on a blog is easy (and free) thanks to Google Analytics
Analytics are fun - really!
Our 5 most popular categories

1. Disciplinary filings – 1 post has over 15K hits
2. Judicial elections
3. Quick Takes on Supreme Court opinions
4. Updates from local courts
5. People – Obituaries, Transitions
Twitter, Facebook or LinkedIn as a driver of traffic?

1. Facebook – far and away No. 1
2. Twitter
3. LinkedIn
Analyze your audience

• 2010 – 96% desktop, 4% mobile
• 2014 – 76% desktop, 17% mobile, 7% tablet
Haven’t started using Google Analytics?

Don’t worry, Universal Analytics will be here soon.
Be informed about free content tools to enhance your social media posts

Tagxedo
www.tagxedo.com

Allows you to create a word cloud from content on your website, blog, social media & more!
Be informed about free content tools to enhance your social media posts

Tagxedo
www.tagxedo.com

Allows you to create a word cloud from content on your website, blog, social media & more!
Be informed about free content tools to enhance your social media posts

Tagxedo
www.tagxedo.com

Allows you to create a word cloud from content on your website, blog, social media & more!

#ThankYou
#MissedDearly
#Congratulations
#WhatAnHonor
#SoProud
#ChoseTheBest
#Lt.Commander
#GoNavy
#BestWishes
#WayToGo
Be informed about free content tools to enhance your social media posts

Tagxedo
www.tagxedo.com

Allows you to create a word cloud from content on your website, blog, social media & more!
@sfbar: Investing in 2 monitors = visual multitasking & only costs $150+/- . No more opening/closing!
1st measured success: Supreme Court Admission ceremony
Quozio

[The ISBA] provides me with the opportunity to know my fellow practitioners, which fosters civility and camaraderie among us. It also allows me to work with lawyers to make a positive difference in our communities, improving the justice system and assisting those in need. Both result in making the practice of law more rewarding and satisfying.

- ISBA President James Dimos, Indianapolis

This free tool allows you to write out a quote, select a background & share via social media. This is great for testimonials too!
@sfbar: Subscribe to @buffer, @steamfeedcom, @smexaminer, @cmiccontent, @hubspot & @wildapricot to get expert tips to keep you up-to-date on SM trends.
2 x 4 Blogging

Step 1: Create Content
Step 2: Drive Traffic
FREE TOOLS continued ...

www.mytoptweet.com
@sfbar: Easily curate content by following experts, other bars. Try following @attnyatwork, @kevinokeefe & @iphonejd for content to share w/ your members.
Create Content

- Practice
- News/Updates
- Obituaries
- Transitions
- Photo galleries
- Member benefits

- CLE
- Videos
- Legislation
- Ethics
FREE TOOLS continued ...

Social Media Resizer Tool
www.internetmarketingninjas.com

Create optimized images for social media. You can easily convert your favorite digital image into a FB profile or cover photo, Twitter profile photo, etc.
@sfbar: Use free dashboards like @hootsuite to curate content. Find & share relevant news w/ members, bar staff, learn something new. Look smart!
Drive Traffic

- eNewsletter
- Website homepage
- Cross-promote with other pubs
- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram
- Pinterest
Encourage that everyone on staff be a photographer

- You can’t be everywhere, so stop trying!
- Encourage fellow staffers to take photos at Association events.
- Getting the original content to post is the most time-consuming part about managing a social media presence.
- Important to maintain a single voice for the Association on social media; have staffers provide photos to you for posting
- Provide tips for taking, editing & sharing photos via iPhone
@sfbar: Nothing to say? Try #newsjacking. Raise awareness of your assn by “piggybacking” on breaking legal news stories.
Pushing is better than pulling
Be selective about what social media channels you use
@sfbar: Ask #IT dept to set up a separate email - socialmedia@yourbar.org – where colleagues can send all SM related requests & send yourself tasks.
Use the long tail

Performance

<table>
<thead>
<tr>
<th>VIEWS</th>
<th>ESTIMATED MINUTES WATCHED</th>
</tr>
</thead>
<tbody>
<tr>
<td>118,489</td>
<td>199,428</td>
</tr>
</tbody>
</table>

Engagement

<table>
<thead>
<tr>
<th>LIKES</th>
<th>DISLIKES</th>
<th>COMMENTS</th>
<th>SHARES</th>
</tr>
</thead>
<tbody>
<tr>
<td>190</td>
<td>32</td>
<td>158</td>
<td>42</td>
</tr>
</tbody>
</table>

Top 10 Videos

<table>
<thead>
<tr>
<th>Video</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Life of a Lawyer&quot; Part 1</td>
<td>57,563</td>
</tr>
</tbody>
</table>
Chunk & divide your time
@sfbar: @3M post-it notes on your monitor = your friend! Include image specs for various SM platforms like FB cover, profile & event photos.
Keep up
Schedule automatic updates
@sfbar: No graphic skills? No problem. Get @Graphicstock_ for a 7-day, free download offer for ready-to-use images perfect for SM.
Don’t have a blog? Start one

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you’re ready for more there are thousands of plugins and themes available to transform your site into almost anything you can imagine. Over 60 million people have chosen WordPress to power the place on the web they call “home” — we’d love you to join the family.

Ready to get started? Download WordPress 3.9.1
Repurpose stale content

April 2014

Indiana State Bar Association
April 24 - April 24

Congratulations are in order for ISBA staffer Cathryne E. Pully! She has been recalled to active duty, per a "by-name request," with the Navy JAG Corps at Naval Station Great Lakes, where she will be serving as the Staff Judge Advocate (SJJA) for Navy Region Midwest Reserve Component Command. As the SJJA, she will provide legal support and guidance to 39 Navy Operational Support Centers in a 16-state region. Her mobilization begins mid-May and ends Sept. 30. Thank you for your service, Lt. Commander Pully! Provide any good words of send-off for Cathryne below!

684 People Reached
82 Likes, Comments & Shares
65 Likes
61 On Post
4 On Shares
16 Comments
14 On Post
2 On Shares
1 Shares
1 On Post
0 On Shares
73 Post Clicks
16 Photo Views
0 Link Clicks
57 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post
0 Report as Spam
0 Hide All Posts
0 Unlike Page

June 2014

Indian State Bar Association
Posted by Eric N Carissa Long - June 23

ISBA staffer Cathryne E. Pully has been recalled to active duty, per a "by-name request," with the Navy JAG Corps, where she is currently serving as the Staff Judge Advocate until Sept. 30. See original FB post: http://tinyurl.com/nogpds. In this word cloud: Your good words of send-off for Cathryne last month via Tagxedo.

428 people reached
@sfbar: Have a blog? Want to automate posts to Twitter? Try @twibbleio. Add your RSS URL & set up custom schedules for tweets with images.
Don’t like Google and want more?

Prepare to pay $$$$$
Use Twitter lists, not the home feed
@sfbar: Try using @IFTTT – If This Than That – to set up recipes that trigger actions between your various social accounts.
Alternative to YouTube
Questions?