

Evaluating Your Digital Core

Defining & Measuring Social Media Success

OLA Super Conference

February 3, 2011

Marian Doucette, Web Architect, County of Huron



Hi, I'm Marian.
I work in Information Technology.



I'm an energetic "wired" woman.

You can find me at:

huroncounty.ca

youthspark.ca

hereonfood.ca

sallowsgallery.ca

shopinhuron.ca

investinhuron.ca

You will find me:

blogging, tweeting, linkedin, Youtubing,
podcasting, on Facebook, working on
wikis

(Yes, that's a lot of www)



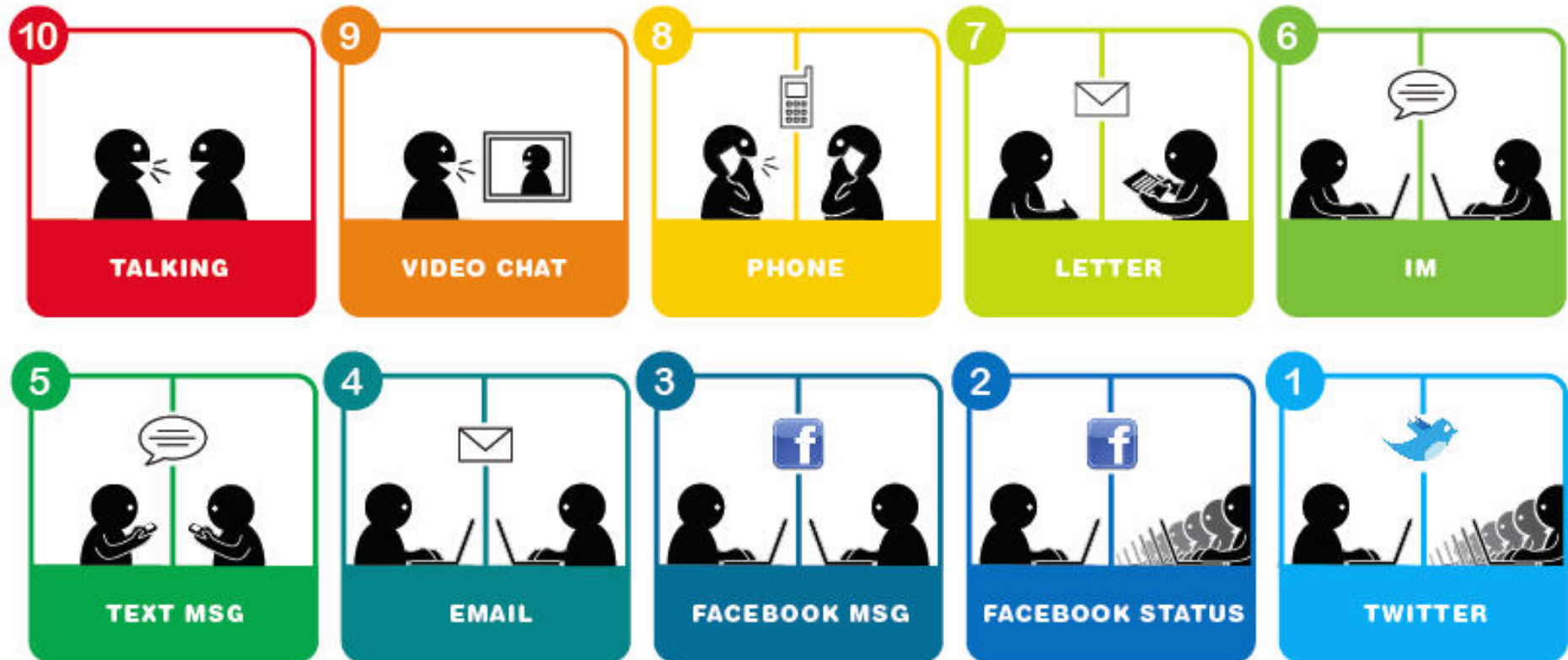
The web has changed everything.

The **mobile device** will be the world's primary connection tool to the Internet in ~~2020~~.

2013

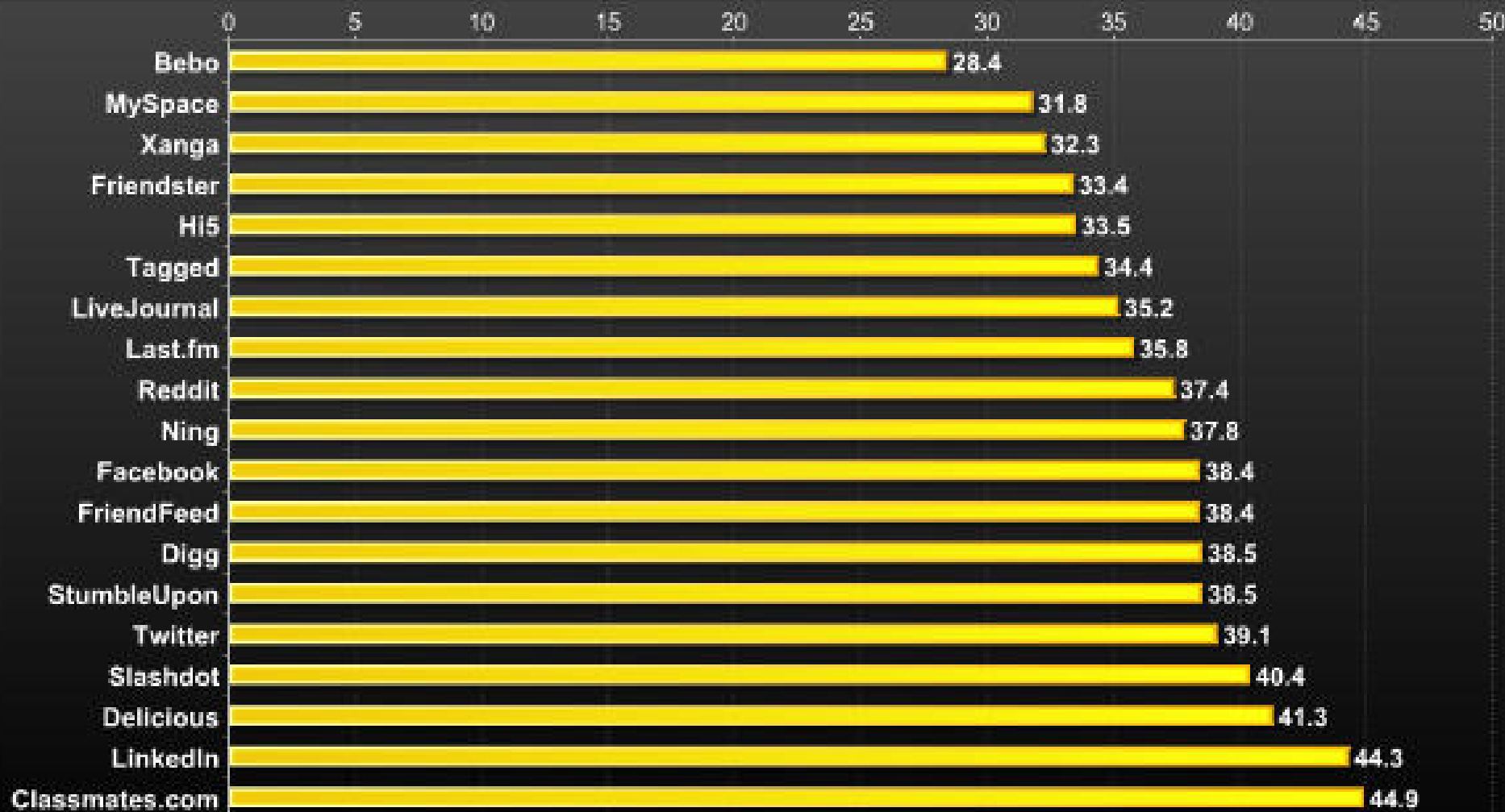


10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION



Estimated average age on social network sites

United States



Data source: Google Ad Planner (United States demographics data)

www.pingdom.com



What's Your Game Plan?

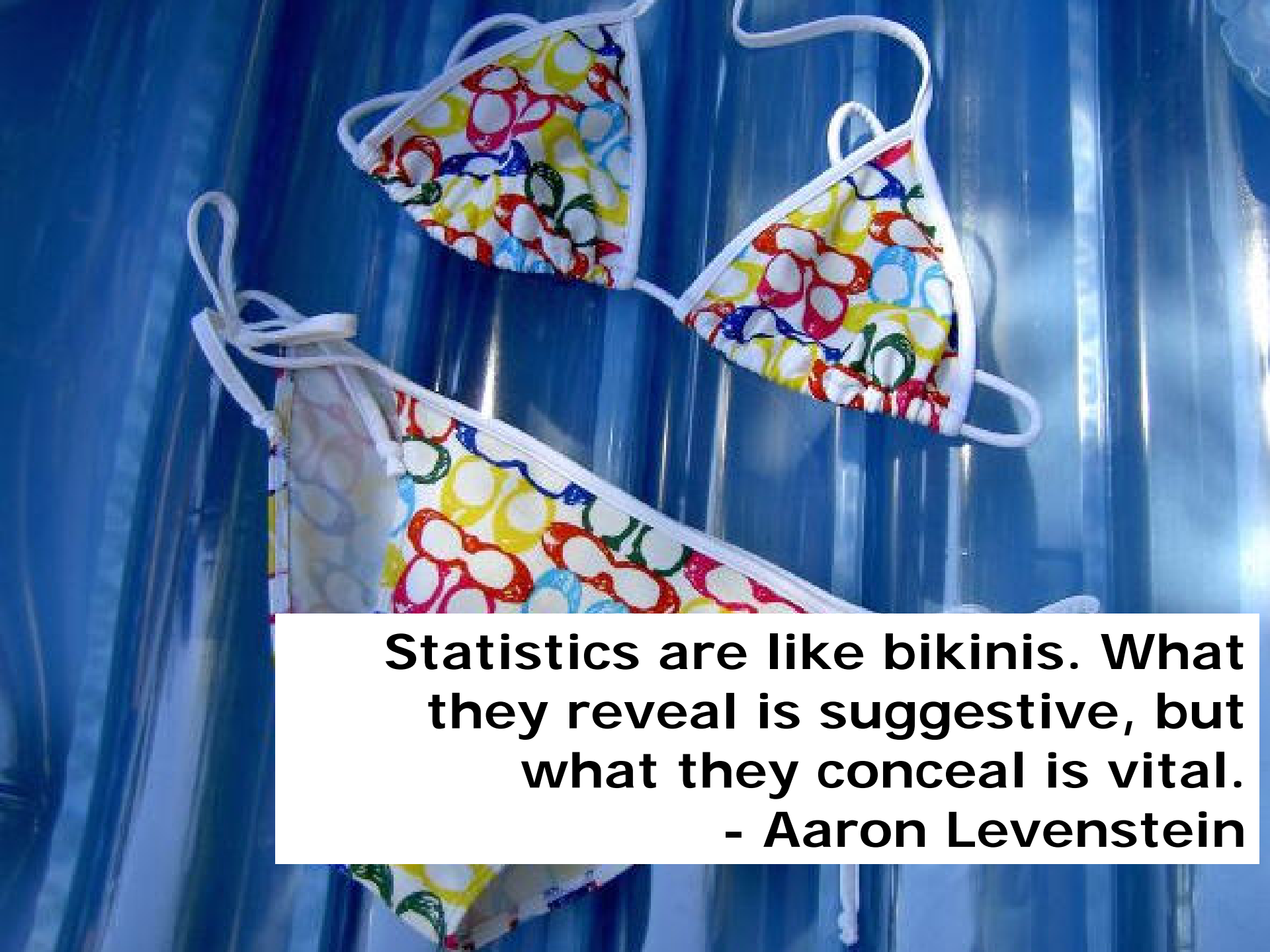
Game Plan Goals...

- Engagement with users
- Brand awareness
- Website traffic
- Increased database & e-resource use
- Drive foot traffic



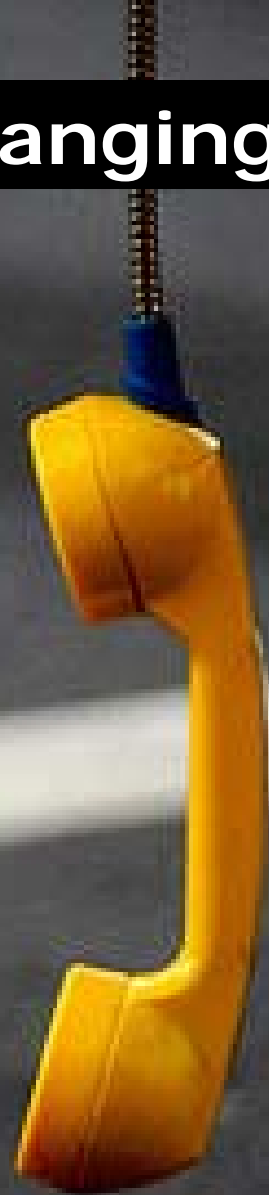
Basic Metrics...

Statistic	Definition	Meaning
Unique users	# distinct people who visit site on given day	Awareness of your site
Page views	# distinct pages viewed on given day	Stickiness of site / value of site's content
Bounce rate	% people who view 1 page & leave	Interest in site/content
Time spent	Amount of time average user spends on site	Is site destination or pass-through

The background of the image shows three bikini bottoms hanging on a blue metal rack. The bikini bottoms are white with a colorful pattern of red, yellow, and blue circles and dots. The rack is made of blue metal bars, and the background is a bright blue sky with some clouds.

Statistics are like bikinis. What they reveal is suggestive, but what they conceal is vital.
- Aaron Levenstein

Reach out... don't leave them hanging.





Using library apps & services!?

Almost 620 million visitors per month.



Average user has 130 friends.

Users log in at least 11 times per month.

<http://techcrunch.com/2010/04/21/facebook-500-million-visitors-comscore/>



Edit Page

Promote with an Ad

View Insights

Suggest to Friends

Information

Location:
77722B London Road
Clinton, ON, N0M 1L0

Founded:
2005

Insights

See All

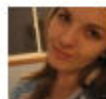
- 91 Monthly Active Users
- 2 Daily New Likes
- 118 Daily Post Views
- 0 Daily Post Feedback

Insights are visible to page admins only.

3 Friends Like This



Spark
Huron



Paula
Parejo



Miranda
Eveland

46 People Like This

Spark

Wall

Info

CONTEST

Ask A Pro

Share Your...

Video

>>

+

Share: Status Photo Link Video

Write something...

Spark + Others

Just Spark

Just Others

Spam

Settings



Spark Valentine's Day is coming - are you feeling the pressure - check out http://www.youthspark.ca/ls_re-arch1.php for a cool article.



Youth Spark

www.youthspark.ca

Walks on the beach. Roses sent to school. A box of chocolates. Recall any of these cliché sentiments? Of course you do, it's Valentine's Day! Every February 14, couples celebrate their love of each other (and good ole Saint Valentine, the patron saint of everything from love to greeting card manufac

127 Impressions · 0% Feedback

Yesterday at 12:12pm · Like · Comment · Share · Promote



Spark How many fans can this page get? Are you helping spread the word?

222 Impressions · 0% Feedback

January 27 at 8:42am · Like · Comment · Promote



Spark Have you become a fan of the 'in the nic-o-time challenge' facebook page? You may have a chance to win an iPad prize pack (worth \$1000) <http://www.facebook.com/pages/In-the-nic-o-time-Challenge/147156522004463>



In the nic-o-time Challenge

Page: 25 people like this.

Impressions

Friends

Fans

Spark ▾

Page Insights

Page Overview

Users

Interactions

Links

[Go to Page ↗](#)[Old Insights Dashboard ↗](#)

Help

[Documentation ↗](#)

Insights > Spark > Page Overview

[+ Create an Ad](#)

Week

Month

01/02/2011 - 01/31/2011 ▾

Export

Users [See Details](#)

New Likes?

19

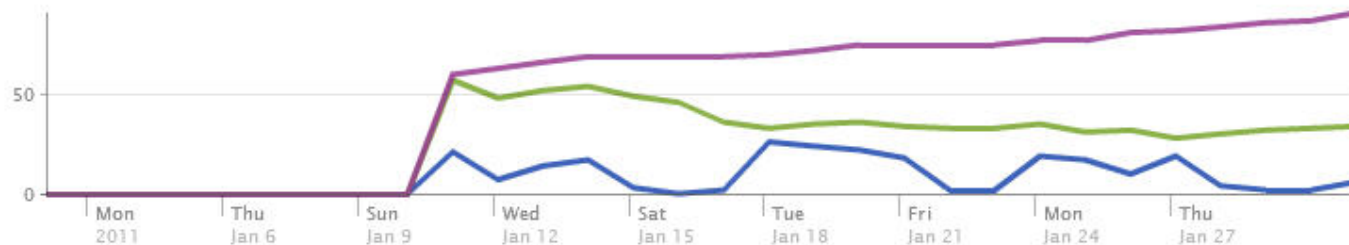
Lifetime Likes?

46

Monthly Active Users?

91

Active Users?

☒ Daily Active Users☒ Weekly Active Users☒ Monthly Active UsersInteractions [See Details](#)

Post Views?

5,112

Post Feedback?

9

Page Content Feedback?

☒ Daily Likes☒ Daily Comments

Page Insights

Page Overview

Users

Interactions

Links

Go to Page

Old Insights Dashboard

Help

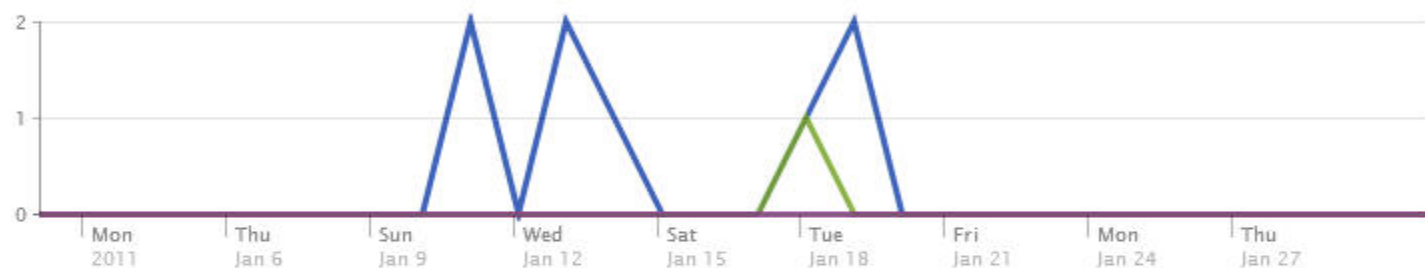
Documentation

Week Month 01/02/2011 - 01/31/2011

Post Views? Post Feedback?

5,112 9

Daily Story Feedback?

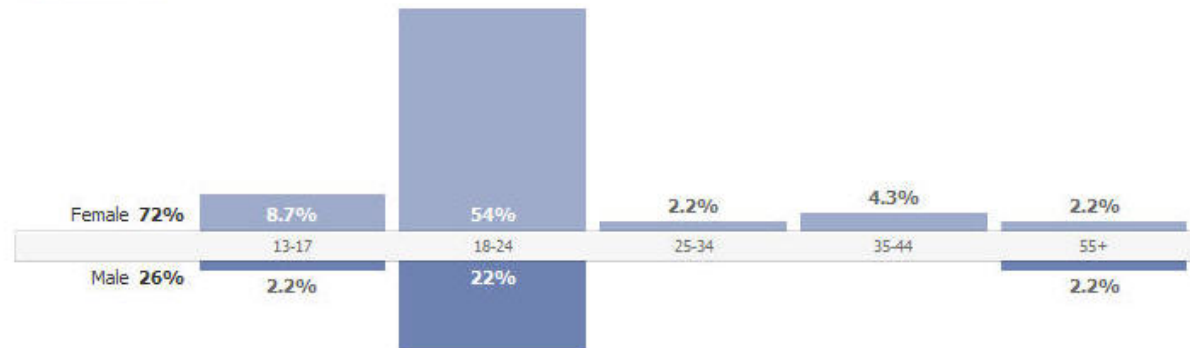
☒ Daily Likes ☒ Daily Comments ☒ Daily Unsubscribes

Stream Posts?

Message	Posted ▼	Impressions	Feedback
How many fans can this page get? Are you helping spread the...	January 27 at 8:42am	222	0%
Have you become a fan of the 'in the nic-o-time challenge'...	January 25 at 12:22pm	284	0%
Exams are coming up! What's your worst one?	January 24 at 8:39am	267	0%
Our cool website of the day... www.quit2win.ca. It's a...	January 21 at 9:08am	208	0%
National Non-Smoking Week continues. Check out...	January 20 at 8:52am	286	0%
Take the challenge during the month of March for a chance...	January 19 at 4:12pm	287	0.35%
Has Weedless Wednesday inspired you to quit? Become a fan...	January 19 at 10:56am	310	0.32%
Did you know today is Weedless Wednesday? More info @...	January 19 at 8:57am	302	0%
Looking for a summer job? Check out HealthKick Huron at...	January 18 at 11:30am	320	0%
Happy National Non-Smoking Week!	January 18 at 8:43am	371	0.54%

Demographics

Gender and Age?



Countries?

46 Canada

Cities?

Language?

39 English (US)

7 English (UK)

Activity

Page Views?

☒ Daily Logged-in Page Views

☒ Unique Page Views



Tab Views?

211 Wall

29 Information

11 Ask A Pro

11 CONTEST

6 Video

6 Share Your Spark

4 Terms

3 Links

3 Photos

External Referrers?

Chat (2)

Are they finding you?

東京

130

150

新日本橋

130

新橋

有楽町

150

八丁堀

130

浜町

町

Is SM leading them to you?

150

越中島

町

潮見





At 11am today, TCAF will release a last/limited set of tickets (free) for tonight's event w/Daniel Clowes.
<http://danclowes.eventbrite.com>

about 2 hours ago via web

Check out the latest issue of the library's Shelf Life newsletter:
<http://bit.ly/9oG9G8>

about 15 hours ago via web

Latest Job Help Blog posts provide tips/links for students looking for summer jobs. <http://bit.ly/cvrsmC>

6:54 AM May 6th via web

Pick up new issue of @EyeWeekly: cover story on TCAF featured guest Daniel Clowes. Out Thursday. See you all May 8/9 at Reference Library!

7:07 PM May 5th via web

Life of Pi author Yann Martel on his new book, Beatrice & Virgil. Thurs, May 6, 7pm. Appel Salon at Reference Library.

4:53 AM May 5th via web

Asian Heritage Month kickoff w/Judy Fong Bates, Rabindranath Maharaj, Phoebe Tsang & Menaka Thakkar Dance Company. Tonight 7pm. Appel Salon.

8:25 AM May 4th via web

Name TorontoPublicLibrary

Location Toronto

Web <http://torontopub...>

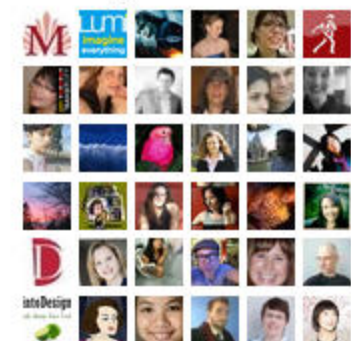
Bio Official feed. Toronto Public Library has 99 branches, 11 million items and a whole lot more!

116 following 2,363 followers 265 listed


Tweets 890

Favorites

Following



View all...

 RSS feed of torontolibrary's tweets

You can [profile another Twitter user](#) or [learn more about Twitalyzer's affordable subscription options](#).

Benchmarks

Search

Home

Profile any Twitter User

Go!

Subscription Options

Twitalyzer subscriptions start at only \$4.99 per month and include automatic processing, data export, and much more!

Get Started Now!

Twitalyzer Profile for @strombo

[More](#)



G. Stroumbouloupoulos (@strombo)

Hi my name is George. We think @strombolives in [Toronto, Ontario, Canada](#). [How do we know?](#)

Impact Score [m](#)

48.7%



99.7th percentile [m](#)

Influencer Type [m](#)



Thought Leader

Thought Leaders are the voices people listen to most.
[Who influences @strombo?](#)



Data collected about 0 minutes ago.

@strombo's Network in Twitter

[More](#)



Click on any user's avatar to learn more about that person. [Are some avatars missing?](#)

@strombo's Most Commonly Used Hashtags

[More](#)

[econotego](#) [ff](#) [liverightnow](#)

Click on any tag to see who else is using these tags. [Where do these tags come from?](#)

Find out which of your Twitter updates made people follow or leave you. Simply enter your Twitter ID in the following form.

Your Twitter user ID:

[Tell me about my effects!](#)

And we're done, here is your results summary:



You are G. Stroumbouloupoulos ([strombo](#)) and you have 89072 followers.

In the last **178** updates you lost followers **50** times and got new followers **62** times. Overall you lost **41209** and gained **41187** which means that in total you lost **22** followers.

[Twitter this](#)

[Get this badge](#)

Your Frequency of follower changes



And the details

Following is the data we got from Twitter about you. Tweets that affected your follower numbers are colour coded. **Green tweets** mean you gained followers and **Red Tweets** mean you lost followers (or check the arrow icons).

Bold and **coloured** tweets are important changes, which means they happened in less than five minutes and resulted in a change of at least two followers.

You can filter the type of tweets you want to see by pressing the following buttons

[changes](#)

[important changes](#)

[all](#)

Trend	Date	Update	Followers	Change
↑	Wed Feb 02 23:56:25	@frankenteen was it you? :)	89072	251
↓	Wed Feb 02 19:37:16	Would people care as much about the Mona Lisa if we knew her identity? What if SHE was a HE? New theory: http://bit.ly/gwLHAe	88821	-91
↑	Wed Feb 02	...the most beautiful of them...	88810	105

Huron Beach Info twitter statistics

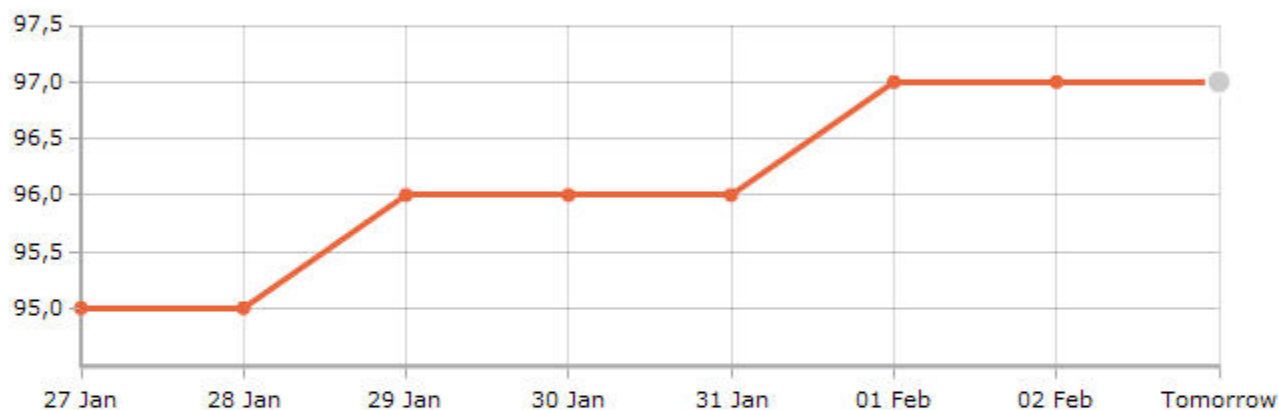
[Update stats now](#)

Huron Beach Info (@huronbeachinfo)

Bio: Up-to-date beach information & sun safety tips from Huron County's Public Health Inspection team.

[Followers](#)[Following](#)[Tweets](#)[Mixed](#)

Graph size:

[Hourly](#)[Weekly](#)[Monthly](#)[3-Monthly](#)[6-monthly](#)[All](#)

huronbeachinfo

Tracking @huronbeachinfo since July 2, 2010

[Share on Facebook](#)[Save this graph](#)[Compare](#)

Twitter stats for Huron Beach Info



97 Followers (0 yesterday, 0 on average)

[Tweet](#)

35 Following (0 yesterday, 0 on average)

[Tweet](#)

196 Tweets (+1 yesterday, +0 on average)

[Tweet](#)

#368,200 View top 100 twitter users (368,200 yesterday)

[Tweet](#)

Followers prediction

97 followers in **15** days

[Tweet](#)

0 days to get **97** followers



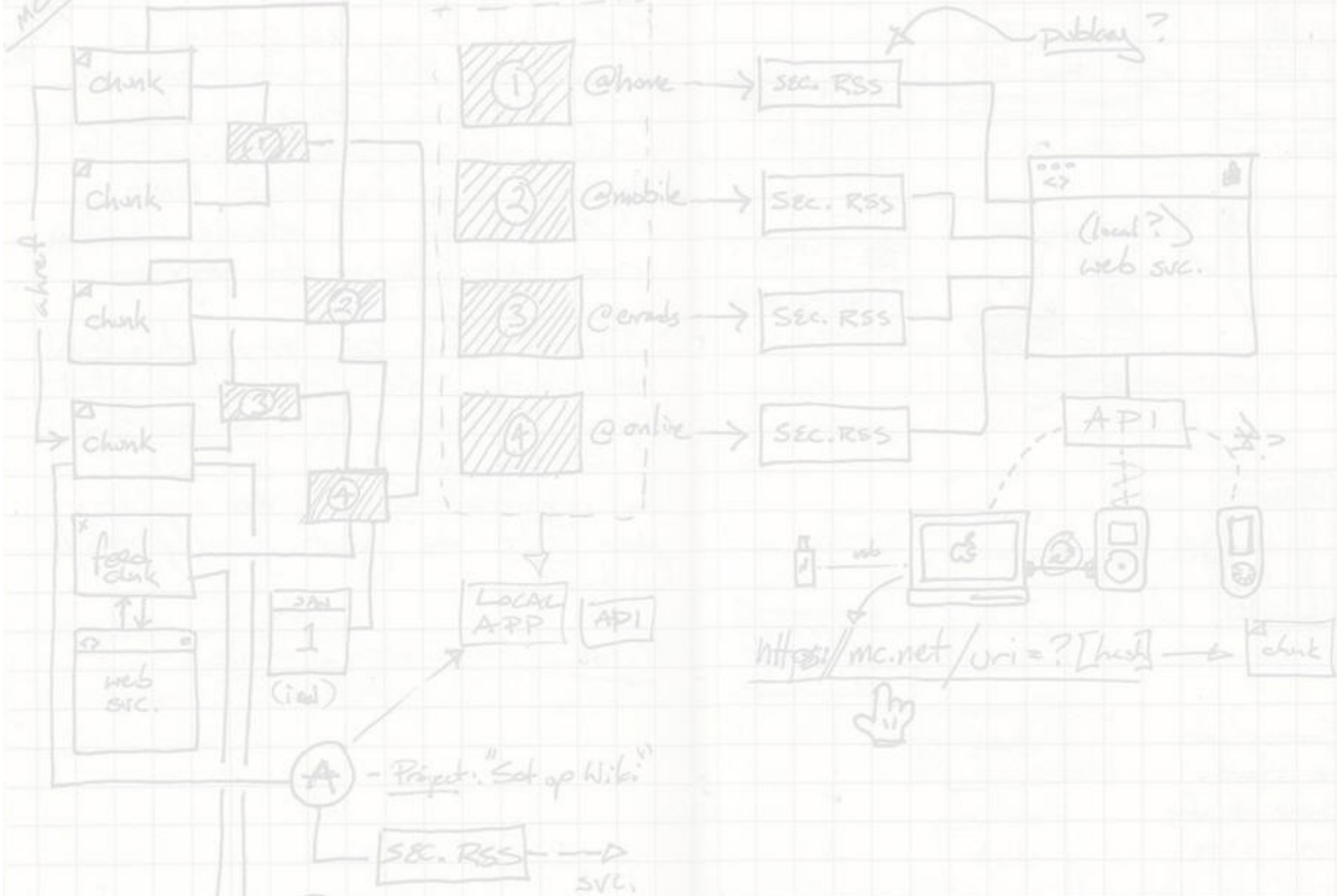


Get the right results...

1. Focus your objectives.
2. Pick 2-3 relevant measures.
3. Pull data regularly.
4. Look for unexplained trends.
5. Analyze, test & fix.



Don't be afraid to try... experiment!



Technology is just a Tool

Questions?





[Facebook.com](https://www.facebook.com)

[TweetEffect.com](https://www.tweeteffect.com)

[Twitalyzer.com](https://www.twitalyzer.com)

[Twitter.com](https://twitter.com)

[TwitterCounter.com](https://www.twittercounter.com)

Marian Doucette – mdoucette@huroncounty.ca

Twitter - [@INeedArts](https://twitter.com/INeedArts)