

Appendix 2: Measures for effectiveness of social media

There are currently no nationally-agreed best measures for social media. If there is progress on this we would expect to adapt what we count to take account of this. Our measures will be reviewed after a year.

The accounts that will be measured include:

Facebook

<http://www.facebook.com/StaffordshireArchivesandHeritage>

<https://www.facebook.com/StaffsGreatWar>

Twitter

<http://www.twitter.com/@ArchandHeritage>

<https://twitter.com/staffsgreatwar>

Measures

Type	Definition
Facebook Likes	Follows to your page. Your posts are seen and appear on their timeline.
Facebook Reach	The actual number of people who look at a post and share the post.
Facebook Engagement (number not percentage)	Actions taken on a post including: comments, sharing, liking a post or page.
Twitter Followers	Follows to your account. Your tweets appear in their feed.
Twitter Impressions	Number of times user saw the tweet on Twitter.
Twitter Engagements	Total number of times a user has interacted with a tweet. This includes all clicks anywhere on the tweet, retweets, replies, follows and favourites.
Twitter Engagement rate (%)	The number of engagements divided by the total number of impressions.

The Service is using Twitter Analytics and Facebook to measure its accounts. It is difficult to benchmark against other services as we do not have access to the most meaningful statistics, unless we get the prior agreement of those services to enter a social media benchmarking group. We will investigate the possibility of benchmarking against other services during the next year.

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