

Social media community	Community size	<b>Monitor change in size of the social media community - report on a monthly basis</b>					
		% change in no. FB fans / Twitter followers ( <i>FB / Twitter account stats</i> )	% change in website or blog content views / downloads ( <i>Google Analytics</i> )	% change in Vimeo / YouTube subscriptions ( <i>Vimeo / Youtube account stats</i> )	% change in blog RSS subscribers ( <i>Feedburner</i> )	% change in website or blog returning visitors ( <i>Google Analytics</i> )	
	Community interaction	<b>Monitor changes in the amount of interaction received through comments, posts and mentions - report on a monthly basis</b>					
		% change Facebook post interaction (FB comments + likes / total number of impressions) ( <i>FB Insights</i> )	% change in no.blog comments written ( <i>Wordpress</i> )	% change in no.Twitter @ mentions	% change in ratio of organization's FB posts to user comments / replies ( <i>FB Insights + manual calculation</i> )		
Customer satisfaction	<b>Monitor changes in unsubscribe rates, and also the amount of positive feedback received - report on a monthly basis</b>						
		% change in FB page "unlikes" ( <i>FB Insights</i> ) and Twitter unfollowers	% change in no. positive FB posts in the last 100 ( <i>FB account - manual count</i> )	% change in no. positive blog comments in the last 100 ( <i>manual count</i> )	% change in no. positive Twitter mentions in the last 100 ( <i>Twitter account - manual count</i> )		
Social content mobility / virality	<b>Monitor changes in social use of organisation's online content by social media users - report on a monthly basis</b>						
		% change in number of likes / diggs / shares etc from embedded social media buttons on organisation's website ( <i>reporting by web team ? Google Analytics / Google +1 metrics, Google webmasters tools</i> )*	Change in % of web traffic coming from social media sources ( <i>Google Analytics - Seb's segment, plus track bit.ly or ow.ly usage for specific campaigns</i> )	% change in Twitter retweets of the organisation's Twitter posts ( <i>suggest trying Crowdbooster for this - currently in Beta crowdbooster.com</i> )	Top retweets ( <i>Crowdbooster</i> )	% change in YouTube / Vimeo content views generated by shared / embedded content ( <i>Youtube / Vimeo account stats</i> )	Percent change in blog and web content trackbacks / pingbacks from content that has been linked to or referenced ( <i>Wordpress or Drupal</i> )
Additional campaign - specific measures	Quality of interactions	<b>Monitor changes in the quality of interactions generated by a specific campaign - report on a weekly basis</b>					
		% change in quality of the last 100 FB / blog comments when rated on scale of 1 to 3 [1 = good, 2 = medium, 3 = poor] ( <i>NB. No good free tools known, need to count manually</i> )	% change in use of campaign-specific hashtags ( <i>Twitter account stats</i> )				
Brand perception	Brand position, message resonance and thought leadership	<b>Monitor changes in the brand position, message resonance and positive sentiment as the result of a specific campaign - report at the end of the campaign (NB. Need to benchmark stats at the start of the campaign)</b>					
		% change in number of times organization mentioned in key blogs and communities	% change in positive sentiment across key social media channels	% change in campaign's key messages in social media conversions	% increase in topical content coverage	% change in number of organization's thought leaders quoted / mentioned	
Influence of social media	Visits and sales	<b>Monitor the change in social media influence on visits and sales - report every 3 months (unless tracking for a specific campaign)</b>					
		% change in online shop sales / ticket sales / memberships tracked from social media source ( <i>Google Analytics</i> )	% correlation between social media conversations and ticket / membership sales ( <i>NB. This one is campaign specific - use it to compare the influence of social media with other marketing channels</i> )	% change in in-house visitors tha use the organisation's social media channels ( <i>MHM visitor surveys</i> )	% change in Facebook / Foursquare check-ins ( <i>Foursquare / Facebook page stats</i> )	% change in quality and sentiment of place reviews ( <i>Foursquare / Facebook page stats</i> )	
Return on investment	Efficiency	<b>Monitor the change in efficiency of social media communications - report every 6 months / 1 year</b>					
		% change in social media investment ( <i>Ave. hrs invested in social media activity per month</i> )	% change in social media investment per click through to website ( <i>Ave hrs invested per month / Ave click throughs per month</i> )	% change in social media investment per social media community member ( <i>Ave hrs invested per month / size of social media community</i> )			

\* NB. If Google +1 metrics has been implemented, then use Google to track and report on web visits generated and time on site resulting from embedded share buttons:  
<http://analytics.blogspot.com/2011/06/1-reporting-i>