

## Monitoring your social media campaign success

### Maximising your social media campaigns

You've decided upon your online target audience, you've planned your social media strategy, you've decided on your social media channels, now you need to identify if your social media campaigns are working. Social media monitoring is a way of listening to online conversations, identifying how engaged your supporters are.

### Where to begin...

1. **Set clear objectives** - why do you want to monitor your social media?

- Monitor what comments (negative and positive) are being said about you so you can respond quickly
- Identify who is talking about you and the level of influence they have over your supporters
- Identify whether your social media campaigns are working - are you receiving more traffic to your website, more e-newsletter subscribers or more donations to your [localgiving.com](http://localgiving.com) site?
- Keep your finger on the pulse ensuring you are up to date with latest fundraising opportunities

2. **Decide what it is you want to monitor?**

- Is it particular keywords and phrases?
- Conversations and comments by stakeholders?
- Opinions and ideas from supporters?

3. **Decide how you are going to monitor?**

- A simple yet effective way of immediate social media monitoring is to set up a **google alert**. Simply type in the keywords or phrases you wish to monitor such as your organisation name or cause and Google will email you every time this is mentioned online

- There are many social media monitoring sites, the most popular include:  
[www.hootsuite.com](http://www.hootsuite.com), [www.twitalyzer.com](http://www.twitalyzer.com), [www.youtubeanalytics.com](http://www.youtubeanalytics.com), [www.klout.com](http://www.klout.com),  
[www.socialmention.com](http://www.socialmention.com), [Facebook/Insights.com](https://www.facebook.com/insights)

Make sure you select monitoring tools that match your chosen social media channel

#### 4. **Involve other staff members and volunteers**

- Social media monitoring is challenging because of the sheer volume of content and the speed at which conversations take place. Delegate and share responsibility

#### 5. **Act upon the results**

- Make sure monitoring outcomes are acted upon - there is no point monitoring results if nothing further happens
- Identify new opportunities and new target audiences
- Measure the impact of social media campaigns for future marketing activity
- Have a crisis strategy in place ready to respond quickly to negative comments

To find out how social media monitoring will help your overall online marketing strategy please contact [Carol Strachan](#) – Donor Marketing Officer Slough CVS on 01753 524176.