

UNIT I

INTRODUCTION

Evolution of online communities - History and Evolution of Social Media- Social Media vs. traditional media - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties – Influencers - How ideas travel – Virality - Social theory and social media - technological determinism in popular discourse on social media technologies.

GOALS FOR USING SOCIAL MEDIA

What are social media goals?

A social media goal is a statement about what you want to achieve with a specific social marketing tactic or your whole social strategy. Good social media goals align with broader business objectives. Examples of common social media goals include generating leads, driving traffic to a website or online store, or getting more followers.

Social media goals can apply to anything from a single ad or organic post to a full-scale campaign.

Social media goals aren't the same thing as your social media strategy. Instead, think of goals as components of the larger strategy.

Here are some examples of common social media goals and the metrics you can use to measure their success. These can help you frame your work in concrete, actionable terms.

1. Increase brand awareness

Building brand awareness means increasing the number of people who know your brand. This goal is best when launching a new product or breaking into a new market.

Of course, expanding your audience never hurts. But brand awareness is usually the first step on the road to bigger things.

You can measure brand awareness on social media with specific metrics like

- Post reach: How many people have seen a post since it went live.
- Audience growth rate: The rate at which you gain followers over time.
- Potential reach: The number of people who might see a post during a reporting period.
- Social share of voice: How many people mention your brand on social media compared to your competitors.

2. Manage brand reputation

Social media marketing is one of the top tools you can use to build trust in your brand. These days, trust drives growth. This social media objective measures public attitudes about your brand.

The metrics for measuring reputation are like those for brand awareness. Of course, you'll track brand mentions and relevant hashtags. But you'll also want to watch what people say about you even when they don't tag you.

3. Increase traffic to your website

Social media marketing goals aren't limited to actions that happen on social media. Your website is a key player in your social media strategy. This matters whether you're trying to drum up sales or move people down your social media marketing funnel.

Measuring website traffic in analytics is relatively simple. However, here are some of the top metrics you should keep an eye on:

Traffic to your site. It's obvious, but don't forget to limit your reporting to the most relevant period. This can be daily, weekly or monthly. If you have a baseline number to compare traffic to, even better!

Network referrals. Monitoring referrals can help you determine which platform is working best.

Email sign-ups. Once your social traffic makes it to your website, are they signing up for more of your content?

4. Improve community engagement

Engagement is any type of visible interaction with your brand on social media. For example, likes, comments and shares on your posts are all forms of engagement.

Engagement is sometimes considered a vanity metric, but that's not always true. These softer signals can help you track how well your content meets your target audience's needs. Improving engagement means better quantity or quality interactions with your audience.

There are several ways to calculate social media engagement rates. Here are a few examples:

Engagement rate by reach (ERR). The percentage of people who chose to interact with your content after seeing it. You can calculate this by individual post or average it over time.

Engagement rate by posts (ER post). Similar to ERR, but measures the rate that your followers engage with your content.

Daily engagement rate (Daily ER). How often your followers engage with your account on a daily basis.

5. Boost conversions or sales

A conversion is when a user takes action on your social media posts or website. This can mean signing up for a newsletter, registering for a webinar, or making a purchase. If your social media presence isn't translating into sales, try focusing on conversion. Depending on your specific business goals, you can measure conversion in several ways:

Conversion rate: The number of visitors who, after clicking on a link in your post, take action on a page divided by that page's total visitors.

Click-Through Rate (CTR): How often people click on the call-to-action link in your post.

Social media conversion rate: The percentage of total conversions from social media.

Bounce rate: The percentage of users that click on one of your links only to leave without taking any action. (Sadly, this is not how often you listen to Big Freedia.)

6. Generate leads

Not every social media interaction will result in a sale — and that's ok. If you want to fill your funnel with potential customers, you might want to set a goal to generate more social leads. Lead-generating campaigns yield any information that helps you follow up with a social media user. That includes names, email addresses, occupations, employers, or other information they share. Leads are a specific kind of conversion. Because of this, the two goals are useful in similar situations. They're also measured in similar ways. Generally speaking, Facebook is the best platform for generating leads. This edge comes from its massive audience size and sophisticated analytics tools.

7. Deliver customer service

Your social presence isn't just about attracting new customers. It's also a place to keep the customers you already have. Goals to improve customer service on social media can take on a variety of forms, including:

- Establish a new customer support channel on social media
- Reduce wait times
- Increase customer satisfaction

Measuring the success of your social customer service will depend on your goal. Usually, you'll use data from customer testimonials and customer satisfaction surveys.

Internal measurements like the number of service requests handled per customer service representative can also be useful.

Conversational social media platforms like Twitter and Facebook are a good place to focus on your customer service goals. If you don't quite have the time or team capacity to answer every single question on social media, automate! A social media AI chatbot like Heyday will help you streamline your work and never leave a customer inquiry unattended, no matter the size of your team.

8. Gain market insights with social listening

If your top priority is finding out what you need to know, you might want to set a goal to improve your business's social listening. Social listening is a two-step process.

First, track social media activity relevant to your brand. Then, analyze that information for insights about your company or industry.

The main metrics to track in social listening include

Brand mentions. How many people are talking about your brand?

Relevant hashtags. Are people participating in conversations relevant to your brand or industry?

Competitor mentions. How often are people talking about your competitors (and what are they saying)?

Industry trends. Is interest rising in your key products? Do you need to pivot to meet new demands?

Social sentiment. What's the general tone of the conversation on social media?

Clear social listening goals can help you engage with your audience more effectively. They also help show the value of social marketing next time budgeting season rolls around.

9. Attract candidates for open positions

Using social media to fill open positions in your company is another kind of conversion. In this case, you're targeting a particular type of user interaction: submitting a resume.

When recruiting for an open position, quality conversions are way more important than quantity. LinkedIn is usually (but not always!) your best bet for finding an engaged audience. When tracking social recruitment, keep an eye on metrics like these:

Number of leads per platform. Is Instagram sending more candidates than LinkedIn?

Source of hire. Once a hiring decision has been made, review where the candidate came from. Maybe that flood of Instagram-generated leads was mostly spam.