Overview

Social media is comprised of online tools such as blogs, wikis and social networking websites that bring people and information together. Social media is based on principles of participation, transparency and sharing of knowledge. Many federal, non-profit and commercial organizations are using social media to more effectively reach stakeholders and call attention to specific public health issues and events. But how do you know if a social media program is working? With the Real Warriors Campaign and the Military Health System website, Booz Allen has gone beyond counting fans and followers and focused on determining meaning and impact of social media initiatives.

Background

Both the Real Warriors Campaign and the Military Health System website generated meaningful qualitative and quantitative social media engagement data through a variety of tools and techniques. This session will highlight how to integrate traditional media with social media channels to create innovative approaches and spark action.

Since May 2009 we've lanched seven Channels

Together, the Twitter and Facebook accounts have potentially reached more than 5.7 million people.

tuitter

Followers	2,400
Total Tweets	2,123
Total Retweets	1,244

Total potential impressions 5,707,414



Fans	2,256
Average # of post/day	4-8
Total interactions	
(comments, likes, wall posts)	5,292
Total page views	49,050

Twitter, Facebook, YouTube and Troop Tube, as well as traditional media channels, are used to reach service members, veterans, and families. The effectiveness of these efforts is measured using a wide variety of tools including Google Analytics, Radian6, TwitterAnalyzer, Facebook's insights and more.

Going beyond fans and followers: Determining meaning and impact through social media measurement and analysis

Jill Herzog, Senior Associate, Booz Allen Hamilton • Monday, November 8, 2010

Social Media Measurement is Inherently Qualitative as well as Quantitative

- To truly gauge the impact of a social media plan, one must look at qualitative and quantitative measures. Fans and followers are a general benchmark, supplemented by the level of engagement with them. Contributing to the "zeitgeist," or overall conversation happening around the issue, matters greatly.
- That said, there are tools that can provide metrics for social media views and followers. These tools can contribute to measuring a social media endeavor's success or failure.
- However, no social media engagement plan would be complete without the monitoring of sentiment and opinion around topics important to your cause, including the potential reach, impact and effect on online dialogue that the efforts might be having. This type of analysis is inherently subjective and more qualitative in nature.

The Military Health System: Health.mil

MISSION: Provided health information and raised awareness about MHS programs among service members, retirees, and their families, as well as DoD leaders and the general public. Site content covered healthcare, education and training, and research.

Social Media Tactics: Social Media tactics were used to engage with military leaders, service members, families and military health providers around a wide array of health topics ranging from suicide prevention to immunization awareness.

- Twitter: Twitter.com/healthdotmil reached more than 5,000 followers.
- Facebook: Facebook.com/healthdotmil delivered regular updates to more than 3,000 fans.
- Podcasts: Health.mil/dotmildocs provided MHS stakeholders and audiences with access to weekly Dot Mil Docs podcasts about timely military health issues.
- YouTube: Youtube.com/militaryhealth broadcasted stories of health promotion through video.
- Social Media Hub: Health.mil/connect hosted all MHS social media tools in one place.
- Blog: Health.mil/mhsblog encouraged open dialogue between MHS leaders and stakeholders

The Real Warriors Campaign

MISSION: Develop and implement a national, multimedia public education outreach campaign for the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury (DCoE). The long-term goal of the Real Warriors Campaign is to decrease the stigma associated with service members seeking psychological health treatment and encourage them to get appropriate care.

SOCIAL MEDIA TACTICS: Social Media tactics are used to engage with key stakeholders around psychological health and extend the reach of content on the website, RealWarriors.net

- Micro-Blog = Twitter
- Social Network = Facebook
- Video Sharing = YouTube and TroopTube
- Discussion Form/Message Board = Drupal plug-in

The Real Warriors Campaign measures effectiveness and reach using a variety of measurement tools

Measurement Tool/Tactic	Description	Outcomes
Radian6	A paid commercial service, the campaign uses Radian6 to monitor topical mentions about Real Warriors and Psychological Health	Number of people discussing our topics in the social media world The best use of time social media channels and where stakeholders are talking
Facebook Fan Page Insights	Facebook Insights, free to any fan page administrator, provides metrics on your fan demographics and the quality of your content	Real Warriors Facebook posts have garnered 1,123,878 impressions Interactions (e.g., likes, comments, wall posts) Unique visitors to Facebook Page Views
Google Analytics	Google Analytics provides detailed metrics into your website traffic	Facebook is the #1 referral to www. realwarriors.net
URL Shortener (e.g., Bit.ly)	URL Shortening services such as bit.ly track the number of times a user clicks on your links.	~400 clicks/week recently

Your Strategic Goals Define Your Measurement Criteria

- Capture metrics that support your goals and objectives.
- Ask yourself: Are you using the right tools to reach your stakeholders and audiences?
- Identify correlations between social media and goals.
- Ask yourself: How is social media being used? (Outreach, Awareness, Customer Service, Crisis Communication, Employee Engagement, Change Management, Knowledge Management, Relationship and Brand Building).
- Place emphasis on Return on Engagement over Return on Investment.
- Listen to the conversation and adjust What is the tone? How is your audience reacting to your messages? Is there a "say-do" gap?
- Be prepared to be flexible!
- Social media can be more effective when used in conjunction with traditional media.

For Suicide Prevention Week, we garnered 178,970 impressions on Facebook and **Twitter - and anecdotally heard the impact** from our audiences...

66 @realwarriors Thanks for all the tweets and information on suicide prevention. Especially to those who shared their stories. You humble us.

66 Thanks for addressing this extremely needed assistance for our warriors!!!... so many need our help, thank you again!

66 This episode/program is incredible! Thanks for continuing to spread awareness about TBI.

66 This is exactly what we're struggling with and I hate how powerless I feel. I should be able to help and protect the man I love.