Measuring the value of social tech

Euan Semple

@euan

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Numbers

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Measuring

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Monitoring

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What to report?

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Big data

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“What you can’t measure you can’t manage”

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“If you can measure it it is probably not worth managing”

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Page hits the wrong measure

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"Everyone from BuzzFeed to the Washington Post seems to be chasing after viral content because of the traffic it brings — but all this does is reinforce how doomed the pageview-based model really is"

Matthew Ingram

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Who?

What?

Where from?

How often?

Reactions

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"Thanks"

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Stories

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How to report

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Carefully...

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Reporting "upwards"

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Managing expectations

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Senior sponsorship?

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Giving managers what they want

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See it from their angle

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Reverse ROI

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Managing a boss (or a boss's boss) who doesn't get it.

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They might be nervous

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Fix problems

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Reporting "horizontally"

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Build advocacy

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It's "political"

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Use the tools to manage and report on the tools

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Use plain language and show the way. Avoid management speak if at all possible!

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Last thoughts

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Ask for forgiveness rather than permission

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Get used to being misunderstood and under-appreciated.

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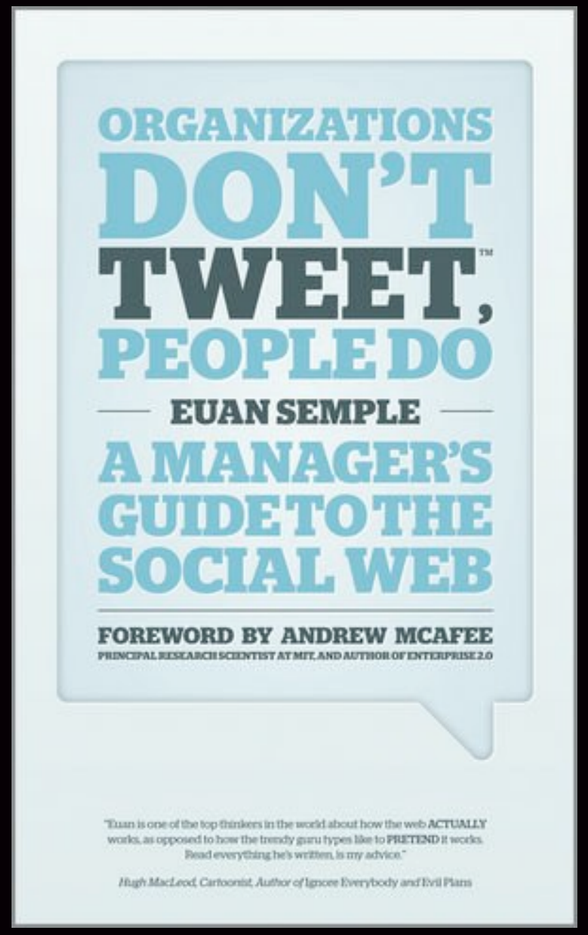
Thanks



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