

Make A Case for Social Media



You get social media and why it's important for your business, but your boss is skeptical. Or maybe you're the boss, and your team doesn't buy in yet. Perhaps you're an agency, wanting to show your clients the importance and significance of social media in their communication initiatives.

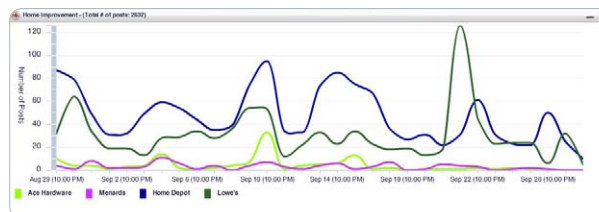
Radian6 can be a valuable tool for understanding the landscape of social media, where your brand fits in, and how you can benchmark and evaluate the impact of your work.

What's the Buzz?

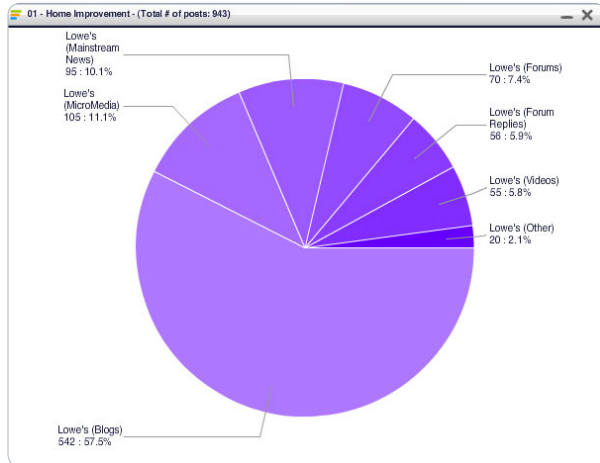
First things first: Is anyone talking about you yet? If so, what are they saying?

Build a topic profile around your brand, including all the relevant keywords, and build a River of News widget to see results from the last 30 days. Not much to see? That's okay. That's intelligence in itself (and you can still establish a **presence in social media when the buzz isn't about you**).

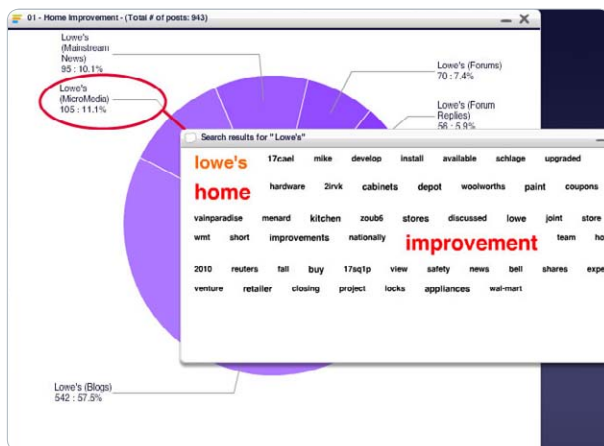
Next, build a topic profile that includes your competitors. In addition to all the things you can **learn by checking out your competitors**, you'll see if they have an established presence in social media. Having your competitors beating you to the starting line can be a powerful motivator to get started yourself, or show your colleagues why now is the time to put together a plan. Take a glance at a topic trends graph for a 30 day window, including you and your competitors. What does that look like?



Is there chatter already? That's a good start. You'll want to drill down a bit. First, a topic analysis widget showing your topic profile by media type, to get a snapshot of where the conversations are happening online:



Lots of tweets? Perhaps that helps establish the case that you need to consider Twitter as a communication tool for your community. Drill down again into the micromedia segment, and glance first at a conversation cloud, to see the words that are circulating on Twitter in association with your brand



Then, open a River of News of that Twitter segment, and see what folks are saying. Are they complimenting your work? Part of your strategy should be to thank people saying nice things about you. Are they having issues with a product or service? That could signal an emerging customer service issue that needs to be addressed. All of these are tidbits of information that can help demonstrate why you should be participating in social media (and listening along the way), and where that effort should be spent.

Demonstrating Impact

Want to show some results for your social media efforts? Radian6 analysis and measurement helps you do just that with a collection of widgets and the insights to go with them. Here are a few ideas.

Create a conversation cloud at the start of your social media efforts, and note the more prominent words associated with your brand or topic. Take a new conversation cloud snapshot every week, or every month, and look at them side by side. What's different?

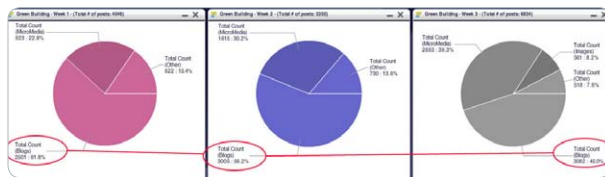
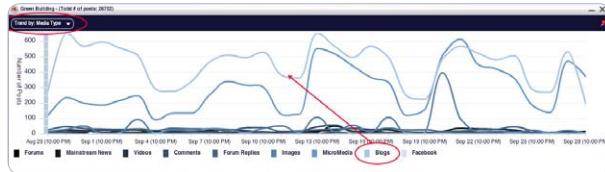


Are you finding some clarity in the conversation around you, and are the associations changing for the better? Are you seeing alignment with the traditional marketing you're doing and the messages you've published?

If you're conducting a blog outreach campaign and need to demonstrate impact, keep an eye on your topic trends graph starting at the date when you began your outreach. Look at your topic by media type, and see if the blog line increases over time, and by how much. Or, try a topic analysis widget and see if the proportion



of blogs to other media grows in the weeks or months across your outreach efforts.



Along those same lines, use your influencer widget to track the snapshot of your social media presence over time (and use the available Compete.com data to see the stats for those sites, too). Maybe at the beginning, your influencers are smaller blogs or industry forums. Over time as you increase your engagement, watch how your influencers shift – do they stay niche? Do new influencers appear? Are you garnering more attention from more prominent and trusted online publications? Track those changes to map out your evolving sphere of influence.

Your **Share of Conversation** over a period of time can also show interesting trends, and demonstrate the impact of your social media efforts. Take a look at that graph over a series of months, and see what changes. Perhaps even overlay your trending sentiment over a three month period with your share of conversation trend over the same time. Is your share of conversation and positive sentiment increasing? Decreasing? Staying the same? Do they trend together?

Radian6 gives you in-depth analysis that you can shift, change, and review within moments, and share with your colleagues. Demonstrating trends backed up by hard metrics can help articulate the value of social media engagement in any size organization.

