Before we start a quick poll:
What is your highest priority social media channel to monitor and measure comments and actions in?

Text CODE to +44 7624 806527
Tweet @poll and a CODE
Submit a CODE to http://pollev.com/

Channel/Type of Channel	CODE
Facebook	301051
Twitter	301052
Google +	301053
Blogs	301054
YouTube	301055
Flickr	301056
Discussion Boards	301057
Any Social Sharing of our Web Content or URLs	301058
Other	301059

Some questions to think about

What do you already measure in social media?

- Do you actively monitor comments about your organisation?
- Do you collect statistics and respond to comments on your organisations' presences?
- How are you collecting, recording and sharing this data?

What would you like to be able to monitor and/or measure that you're not already doing?

What are your plans for anything you do see/hear/find?

- Will you record what you find?
- Will you record any metrics – number of followers, readers, etc. regularly?
- Will you take action on any comments? Will you answer or refer comments onto others? Will you take a more involved follow up action?
- Do you have time to do this?

How will you respond to comments, questions or complaints?

- Do you have existing processes that can be adapted?
- Should your organisation be in these spaces yourself?
- Do you have already have an official (or unofficial) presence there?
- How is this maintained and seeded with content and activity?

How will you share what you find with colleagues? Can you filter important, urgent, useful and interesting content in a way that gets their attention and enables quick follow up where needed?

Can you improve your content through what you have learned from metrics, comments, sharing activity and other social insights?

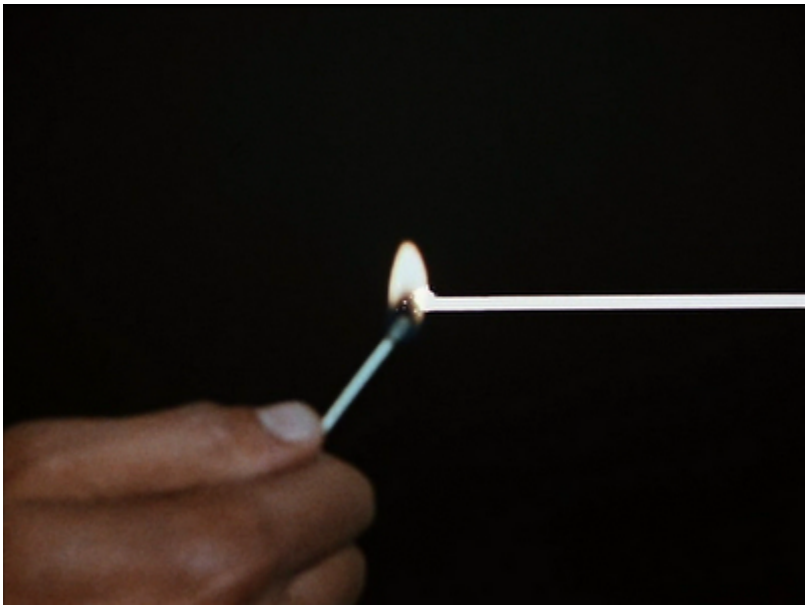
- Have any of you done this already?
- What did you do? Did it work?

Can you make the most of new fans, supporters, advocates, ambassadors you find in these spaces? How will you keep in touch and follow up with them?

Can you find great examples of successes (or failures), stories, case studies, insights into the impact a

piece of research or work has done here? How will you collect or report these? Can they feed into your institution's impact stories for the REF?

Your mission, should you choose to accept it…



Get on your laptop or smartphone and find out what people are saying about your organisation!

We will be around to help, listen, join in and we're happy to offer suggestions for improving your search.

We will also be here to debrief you after your mission and talk about:

- What is the best mention you've found?
- What is the most challenging mention you've found?
- Have you found anything you didn't expect?

Links, resources, further reading

All links for today's presentation are on delicious tagged iwmwa7 – do add your own:
http://www.delicious.com/tag/iwmw2011a7

Today's Prezi is here:
http://prezi.com/dppk8gzvdrcj/

EDINA

Nicola Osborne, Social Media Officer, nicola.osborne@ed.ac.uk

Paul Milne, Web & Documentation Officer, paul.milne@ed.ac.uk

EDINA Social Media Guidelines:
http://edina.ac.uk/about/social_media/social_media_guidelines.html

Contact details are below.

EDINA

Nicola Osborne, Social Media Officer, nicola.osborne@ed.ac.uk

Paul Milne, Web & Documentation Officer, paul.milne@ed.ac.uk