

5A Measurement Worksheet

Use this worksheet to choose your metrics

It seems that we are drowning in data and still can hardly make sense of it. The 5A metric framework helps to create understanding about which metrics are most important for your brand. Each of these metrics are along the funnel, which action at the end. They can be compared to each other to understand how one impacts another. You can also look at the KPI Bank in the Social Media Measurement Map

CHOOSE YOUR 5A METRICS

Use this table to start planning which metrics you might want to track. As you complete each section of Module 4, you might think of more to add, or decide to use fewer.

5A	METRIC
ACTIVITY	
ATTENTION	
AWARENESS	

ATTITUDE ADVOCACY	
ACTION	

UNDERSTANDING THE 5A METRICS

It's helpful to break down the buckets in which you measure social media success. You can measure everything all the way from your own activity all the way through to the actions that your audience takes when they act on your call to action.

Activity - is all about what YOU DO

Activities are all about your output. This includes the number and times of day you share content (your own or others) such as blog posts, videos, tweets, comments, connections and response time. Track your activities and benchmark them against your other results, but don't stop there.

Attention – Catching their EYE. Is all about Reach or Opportunities to See

The easiest thing to measure in social media is attention. Attention includes vanity measures such as followers and fans, to more complex to more proprietary ones, such as indexes and popularity lists. Attention also looks at potential reach, demographics and visits and traffic to websites from social media sources. You can measure these with native social media analytics as well as with Google Analytics for websites.

Awareness - is all about their engagement (with you)...

In social media, many people will follow you for all kinds of reasons, even having an algorithm choose potential new followers based on a number of criteria. Because of this, engagement is a slightly more interesting measure than mere attention as it shows you how many people might have true awareness of your brand. Awareness in social media looks at all of the ways that people might engage with you on various channels, including the Conversation Rate (or rate by which people comment or reply to your posts and other

activity; the Amplification Rate (or the rate by which people share your content); and the Applause Rate, or the rate by which people like and save your content. Other awareness metrics include referrals to your website from social media and how many return regularly. These measures, like attention measures, are pretty easy to get. Remember, these measures only mean that people are starting to become aware that you exist in social channels. They don't mean that these people will take any action beyond this, or that there will be any appreciable business result.

Attitude and Advocacy—It's all about their conversation (about you) and support or not (of you) with their friends...

This is where social media stats get interesting. Do you know what people are saying about you and/or your brand on social media? Listening tools are critical at this stage to measure things such as the overall volume of mentions, the sentiment of conversation around mentions (machine-led sentiment scoring has some limitations but is getting better), share of voice against competitors, purchase Intent scoring or if people are using language that shows they intend to buy a product, customer satisfaction surveys, and the Net Promoter Score or how likely someone is to recommend you. These measures are particularly important if you work with a controversial topic or if you sell anything in the marketplace and have competitors. It might also be a good way to test the strength of your online community, especially if you are using a community building strategy.

Actions—It's all about what they actually do (rather than say)...

In the end, how people feel about your brand, and how many people come to see your online properties and interact with you, are only important insofar as they predict how many people will DO something about it. You should always have some kind of measure of actions that people take as a result of your outreach efforts on social media.

Some action areas to measure are the number of people who follow though and download a whitepaper, or use your online tool, or give you their email for more information. Other measures are the hardcore Return on Investment (ROI), or how much money comes in as a results of your efforts; Customer Lifetime Value, or the total value of the customer over time; Cost of Acquisition compared to other methods, or how much it costs to get the person to take action vs. other sales techniques or approaches; Process Savings, or the efficiencies brought to bear by using social media such as reduced customer service line calls; and, whatever other measures that your workplace uses on a regular basis to show progress: sales, per cap spend, adoption rate, and many, many more.

"Begin with the end in mind." - via Franklin Covey

