Some Important Tips for Social Media Measurement by Angie Turner

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In todayâ€™s cutthroat competition, promotion of your products or services properly is the only way to survive in the industry. Social media has jumped up to great heights in recent times as a promotional tool leaving the old means like television, radio, newspaper behind. But in achieving success, you need to go for social media measurement . Having some criteria or metrics and measuring the just for the sake of it wonâ€™t help you at all. Rather the measurement should highlight the highs and lows of your social activities besides finding out the policies to improve it.

There are two different ways for social media measurement. One of them is continuing analytics and the other being metrics based on campaigns. While the former is used to track the activities in accordance with time and have a feel about the overall attitude about your company of the existing and potential clients; the latter is calculated based on promotional drives, various campaigns and surveys.

There are certain important tips to have an easy and fruitful social media measurement. Before you even start promoting your company over Tweeter, Facebook etc, you should be pretty clear about your goals. The reach of social media is huge and it can be used for a variety of purposes like distribution news and information, answering queries of customer and chatting with your clients. The goals to be measured require certain metrics. These should be clearly made. If you want to measure the engagement, you should go for retweets, comments etc; to measure awareness, it should be demand, reach etc. The measurement should be carried on perfectly and the used tools should be used to do that. The social media itself has many such tools of its own. Consistent monitoring and reporting of it to the higher officials is equally important as a part of social media measurement..

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