



If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it.

H. J. Harrington

The Basics of a Winning Social Data



Measurement



Context



Analysis



Presentation



Single social data solutions are solving the data collection struggle.

Measurement: Collecting the right data



1. Commit to metrics.
2. Leverage smart categorization.
3. Automate, not collate.

Waiting for perfect is never
as good as making
progress.

-Seth Godin

A consistently imperfect metric is better than a perfectly measured one.

This generation's biggest data problem isn't processing, it's data hoarding.



Selecting the Right Context



1. Set goals based on available data.
2. Introduce situational metrics.
3. Be flexible, but also be smart.

Situational Data : Your New Best Friend

WTF does this even mean?

$$E = - (0.62T^2 + 39.2W^2 + 62.4P^2) + (21.8T + 184.4W + 395.4P + 94.5M - 90.25V) + 50(S + F + 6.4)$$

VS.

Easy to do + understand !

- If our goal is message dispersion- shares + listening volume
- If our goal is brand affinity- sentiment + likes

If you can't explain it to a child, your measurement is probably rubbish.

Routine Analysis with out focus is useless.



Delivering Great Analysis



1. Don't analyze boring data
2. Explore + Explain
3. Supplement with relevant quotes

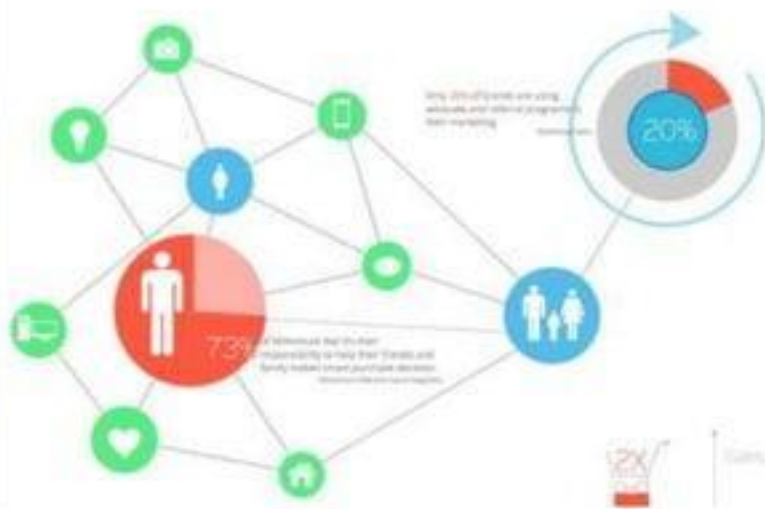
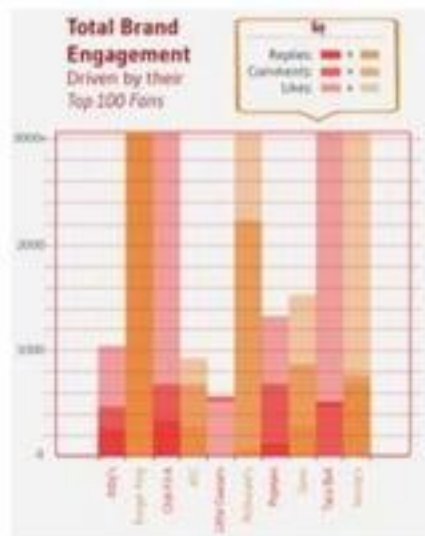
If social data isn't changing
your business....

Your data is out of focus.



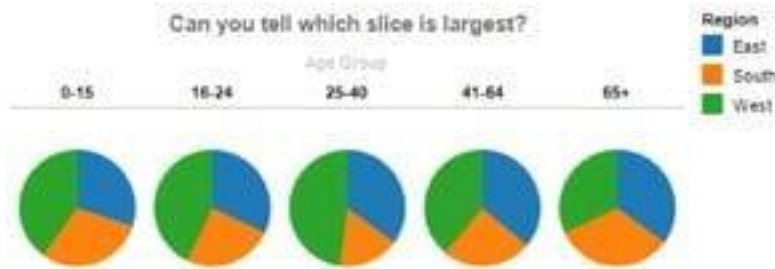
Good data failure is usually a result of bad data presentation.

Presentation Matters



These Graphics are Ugly or Lack Substance. The Waste Valuable Eye Time.

How to Make Data Shared Internally Consumable



1. Charts should make sense with out explanation
2. Each slide should tell one story
3. Talk tracks should be consistent



Thank You.