4.4: Social Media: Different Strokes for Different Folks

Tracking & Measuring Success

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Have You Received These Questions (Or Asked Them)?

- How will we know this is working?
- How can we measure results of a campaign?
- Which social media presence should we focus on? Invest in?
- What is the best case scenario for our journal?

"80% of Fortune 500 companies have active Facebook page. But only 20% are able to quantitatively prove social media's impact."
(*Harvard Business Review* "What's the Value of a Like?")

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Define: What Are Your Goals?

- Increase manuscript submissions by 20% from China
- Increase engagement during a meeting
- Increase views for clinical guidelines
- Spread awareness of the issue's publication

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Measure: Metrics to Find

- Impressions
- Average clicks per tweet/post
- Average click rate
- Total engagements
- Average engagements over impressions
- Average engagements over followers/likes
- Conversions
  - Facebook pixel tracking enables you to see how many people take action on your ad by reaching a key page on your website (checkout page, registration page, confirmation page, etc.)

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Social Media Analysis Platforms

- Google Analytics
- Sysomos
- Hootsuite
- Twitter
- Symplur
- Altmetric Dashboard
- Plum Analytics

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Measurement Definitions

CLICK-THROUGH RATE
Calculated as the number of people who clicked on any trackable link in an email message divided by the number of delivered emails. People who clicked multiple times in one email were only counted once. In other words, if a subscriber clicked on every link in a message 10 times, this was counted the same as if the subscriber had clicked once on a single link.

ENGAGEMENT SCORE
The total number of users who engage with a social media post (by liking, clicking, sharing, etc.), divided by the total number of page fans/followers on the day the content was posted.

FOLLOWERS
People who subscribe to receive the tweets from a Twitter/Facebook/Instagram account.

Source: M+R Benchmarks Study 2018

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Benchmarking Examples

Industry standard engagement rate based on impressions:

Median Twitter engagement rate: **1.3%**
(25th percentile = 1.0%, 75th percentile = 1.6%)

Median Facebook engagement rate: **4.6%**
(25th percentile = 3.9%, 75th percentile = 5.5%)

Source: M+R Benchmarks Study 2018

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Example of Measuring Growth: @AACAnatomy

- @AACAnatomy Twitter Account Goes Live: A Sustainable Social Media Model for Professional Societies (*Clinical Anatomy* 2018 doi: 10.1002/ca.23024)
- Launch of channel by American Association of Clinical Anatomists
- Objectives: Create a sustainable Twitter model, evaluate the impact of implementing this model after six months
- Procedures: Creations, editorial categories, using Google Docs and TweetDeck; measurement within Twitter

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Example of Measuring Growth: @AACAnatomy

Month	Impressions	Engagements	Total Tweets	Retweets	Likes	URL Clicks
June	2,794	51	4	7	19	4
August	5,242	167	15	15	25	38
October	12,071	180	27	44	19	16

Source: *Clinical Anatomy* 2018 doi: 10.1002/ca.23024

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Example of Measuring Growth: #GeriMedJC

- #GeriMedJC: The Twitter Complement to the Traditional-Format Geriatric Medicine Journal Club (JAGS 65:1347-1351, 2017)

Month	Followers	Participants	Total Tweets	Impressions
1	80	5	23	10,486
3	160	18	86	32,602
7	260	19	123	56,608
9	365	34	88	74,335
11	509	49	118	665,779*

- * Outlier participant

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List of Resources

- M+R's 2018 BenchMarks Study

- Rival IQ's 2017 Social Media BenchMark Report

- Hootesuite's Demystifying Social ROI

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List of Resources (Cont.):
Symplur's Collection

- **@AACAnatomy twitter account goes live: A sustainable social media model for professional societies** (*Clinical Anatomy*)

- **Women in Radiology: Creating a Global Mentorship Network Through Social Media** (*Journal of the American College of Radiology*)

- **Analysis of First-Year Twitter Metrics of a Rare Disease Community for Blastic Plasmacytoid Dendritic Cell Neoplasm (BPDCN) on Social Media: #BPDCN** (*Current Hematologic Malignancy Reports*)

- **Novel Use of Twitter to Disseminate and Evaluate Adherence with Clinical Guidelines by the European Association of Urology** (*BJU International*)

- https://www.symplur.com/healthcare-social-media-research/

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List of Resources (Cont.):
Journal of Medical Internet Research

- **A New Source of Data for Public Health Surveillance: Facebook Likes** Steven Gittelman, Victor Lange, Carol A Gotway Crawford, Catherine A Okoro, **Eugene Lieb,** Satvinder S Dhingra, Elaine Trimarchi J Med Internet Res 2015 (Apr 20); 17(4):e98

- **Can Tweets Predict Citations? Metrics of Social Impact Based on Twitter and Correlation with Traditional Metrics of Scientific Impact** Gunther Eysenbach J Med Internet Res 2011 (Dec 16); 13(4):e123

- **A New Dimension of Health Care: Systematic Review of the Uses, Benefits, and Limitations of Social Media for Health Communication** S Anne Moorhead, Diane E. Hazlett, Laura Harrison, Jennifer K Carroll, Anthea Irwin, Ciska Hoving J Med Internet Res 2013 (Apr 23); 15(4):e85

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Creating Your Reports:
Points To Consider

- **Leave breadcrumbs**
  - How did you arrive at the results?
  - Create a process document
  - Can you save the report to run the same again?
  - You will forget how you did it

- **Provide details that if seen alone it will still make sense**
  - Use specific and descriptive titles
  - Insert a notes section at the bottom which should inform reader how the report was made (program), how data was sorted, etc.

- **Find a group of reviewers before you distribute**

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Creating Your Reports:
Set Expectations

- Who will receive it?

- What will the report be (PPT, PDF, Excel, DOC)?

- Where will you keep the archive?

- When will you send it?

- Why are you doing it?
  - Sub-question: What's the point?

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