How Hootsuite Wins with Social Listening and Analytics

6 ways Hootsuite's very own marketing pros use social data to hit KPIs

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At Hootsuite, we like to say that social is in our DNA. As a social media company, we know the power of social data first hand and we use it to improve our social and business results every day.

Truly benefitting from social data is a challenge for a lot of marketers.The fact remains that most marketers lack the proper tools to analyze social data and listening. When we conducted a global survey with Harris Poll, we found that the 750 enterprise organizations we surveyed understand the value of social media data— they know it can have a direct impact on the bottom line—yet, over 60% of them struggle to use it in their marketing and business decisions.

We get it—social media can be overwhelming. And when it comes to marketing, there's always pressure to find that next big idea—the campaign that gets a lot of traffic, the key strategic insight, a killer blog post that builds the business, the positioning that resonates. If there's one thing we've learned from our years on the social web, it's that social media is a 24 hour focus group. It allows us to listen to our customers or use analytics to find out exactly what people want, what content or campaigns are resonating and why people are (or aren't) doing business with us.

Social data doesn't have to be a black hole. There are simple tools and tactics you can use to draw meaningful insights from social media listening and analytics. To prove it, this white paper will reveal how Hootsuite's very own marketing pros use the power of social data, day in and day out, to boost our own business results. We'll detail how our team uses social listening and analytics for six key marketing use cases and highlight real examples of when social data helped us make important decisions and strategy shifts—plus, we'll leave you with step-by-step breakdowns of how you can implement these tactics into your own marketing plan.

1. Measuring Brand Awareness

The holy grail for any marketing team, especially in a highly competitive market, is to build brand awareness. Brand awareness is one of the most important things to establish for your company, product or brand. You can't drive sales or product adoption without first establishing awareness.

"We focus on brand awareness because it's the first touchpoint with any potential Hootsuite user or customer. We know that people are more likely to use or buy Hootsuite's product offerings if they know and trust our brand."

Jaime Stein, Senior Social Media Marketing Manager at Hootsuite

When it comes to the ROI of social media marketing, brand awareness hits the top of our list at Hootsuite. One, because we know that people are more likely to use or buy Hootsuite's product offerings if they know and trust our brand. And second, because peer-to-peer recommendation is a hugely powerful sales technique. According to Nielsen, 90 percent of consumers trust recommendations from people they know, while 70 percent trust consumer opinions posted online.[1] By providing access to peers and the ability to learn from other consumers' experiences, social media is changing the way people make purchase decisions. This is why it's critical we get our name out there (and get our users to help us do so).

Tracking brand awareness on social is a good way to capture brand awareness overall (even more so for a social media company like Hootsuite!). We focus on measuring it because it's the first touchpoint with any potential Hootsuite user or customer. But before you can measure awareness you need to determine exactly what you want consumers to be aware of: your brand name, company, specific product? This is where social listening come in. We monitor mentions of our brand and company (Hootsuite) and individual products (Hootsuite Analytics, Hootsuite Campaigns, etc.) for a start. Since you're trying to measure overall awareness it's best to go beyond your own social channels and monitor global conversations with an analytics or listening tool.

What does Hootsuite use for social listening?

We have a platform for that.

Hootsuite Insights monitors conversations across more than 25 platforms and over 100 million potential data sources in 55 languages, helping us quickly find important insights with global data collection. Using Hootsuite Insights, we conduct real-time analysis including sentiment, conversation mapping, Share of Voice, and much more.

Global Listening = A More Complete Picture

Learn more: hootsuite.com/products/insights

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1. Nielsen Consumer Report http://www.nielsen.com/us/en/insights/news/2009/global-advertising-consumers-trust-real-friends-and-virtual-strangers-the-most.html

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Once you've established a monitoring plan, you'll want to benchmark your current standing in a few key social metrics. At Hootsuite, we measure our brand awareness with these five metrics:

Brand Mentions (or company or product) - Mentions represent the size of a conversation. Depending on the awareness you're measuring, you'll want to track mentions for several different keywords such as your company, brand name, product or service. Mentions are simply the number of times the term or phrase you're tracking was used across social media, helping you understand just how much (or little) attention the subject is receiving.

Reach and Impressions - Reach and impression metrics showcase your audience and potential audience. Reach is the number of people in your audience, based on total follower count (Twitter, Pinterest and LinkedIn followers, total Likes on your Facebook page, etc). Impressions further expand on your potential audience by measuring not just the number of your followers, but the number of followers each of your followers have. Impressions measure the number of times a piece of content or social mention could be displayed, regardless of whether it's interacted with. Of course, not everyone who receives a post in their social feeds will read it, which is why impressions measure your potential audience.

Engagement - Engagement measures how much and how often others interact with you and your content on social media. When someone takes the time to Like, favorite or comment, they're actively engaging with your content. Engagement metrics showcase audience action, which is important for social media health and growth.

Another good engagement metric to track is click-through-rate, which is helpful in understanding what customers are responding to on your social channels or paid search.

Digital Share of Voice - Share of Voice helps you understand how your brand or company is performing in comparison to your competitors. The metric details what percentage of mentions within the technology industry are about your brand and what percentage is about the competition, showing you just how much (or how little) of an impact your brand awareness initiatives are making in your space. We'll dive deeper into the importance of this metric later on.

Earned Media - Earned media is any publicity gained through promotional efforts other than paid advertising. Successful brand awareness initiatives will result in earned media like press coverage, media placements, interviews and more which can help generate positive buzz for your company and brand. At Hootsuite, we place a lot of value on earned media because we compete in an industry where new products, trends and startups seem to take off overnight. It's important for us to generate enough excitement about our brand to get press pickup that will help us stay top-of-mind in a highly competitive market.

Are You Building Your Brand?

Measuring awareness on a consistent basis will help your team better understand your marketing's effectiveness in building your brand. At Hootsuite, we use it as a constant temperature check of how our brand is performing.

Brand awareness is also important in evaluating our campaigns. If our awareness level increases after a campaign, we nail down what worked so we can replicate the success on future projects. If it didn't, we try to determine what aspects of the campaign could have been improved upon. Measuring brand awareness with social data can be incredibly helpful in guiding changes to your ongoing strategy or to reinforce what's working.

We recently wrapped a brand awareness campaign called #socialgameday, which was aimed at reaching social media practitioners in the Media & Entertainment industry. While the campaign was a hit on our blog—bringing in 18,000 pageviews in one month!—it did not gain enough traction on social to increase our brand awareness. After diving into the data and the social conversations around our hashtag, we found that #socialgameday's messaging was the main cause. The campaign strayed a bit away from Hootsuite's usual comedic and quirky character, which didn't resonate with our audience—especially since we targeted a niche audience of social media managers. Our takeaway? Stay fun and light-hearted.
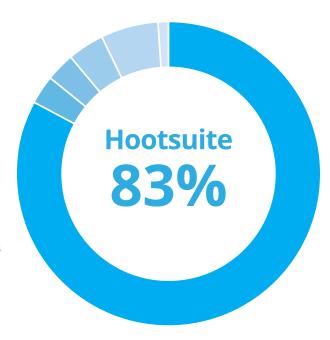
2. Competitive Benchmarking

The social media market is highly competitive and constantly changing, which is why our marketing team needs to be aware of what our competitors are up to at all times. This means we need a faster and smarter way to study the competition—enter real-time social media listening and data.

Our marketing team uses the Hootsuite Insights platform to monitor conversations around our competitors, their products, slogans, specific product features, campaigns and anything else that comes up that will help us understand the full profile of top players in our sector. We then use the social data of each of our competitors to benchmark our industry standing. We track our growth, digtial Share of Voice, sentiment levels and more against each of our competitors to evaluate how our brand and individual products are stacking up.

When it comes to competitive intelligence, a key component for the Hootsuite team is digital Share of Voice. Measuring our Share of Voice helps us evaluate our performance against competitors, better understand our market position and determine which campaigns are resonating in the marketplace.

To calculate our Share of Voice, we had to first identify our competitors. We do competitive benchmarking for two key areas of our business: one for our competitors in the free/pro space, and one for our competitors whose offerings are on the enterprise side, to correspond with the various products Hootsuite currently offers. We've worked hard to gain and maintain a leading percentage in each of those categories and measuring our Share of Voice on a regular basis helps determine if we're maintaining category leadership.

Hootsuite
83%

Using Share of Voice, we track how we're performing week-by-week to get a real-time perspective on how things are going—and a quick check in on brand health. If we notice a short-term dip in our Share of Voice, we immediately investigate further to see which competitor has spiked and taken a bigger piece of the pie. We further analyze the social data we're collecting on that competitor to find the cause of the spike—did they launch a new product? Make a major company announcement? Or did they simply release a high-performing piece of blog content? In the long term, we analyze our digital Share of Voice data each fiscal quarter to see if we can uncover any larger trends in the data.

Monitoring your digital Share of Voice is a great way to gauge your industry standing and gather important competitive intelligence on what's working in the market and what's not. Social data will uncover areas of improvement and opportunities to optimize your strategy. Use the data to guide strong recommendations for any adjustments or changes you believe your team should be making. No one can argue with real numbers.

A Hootsuite Success Story

How we recovered from a slipping Share of Voice

The Problem

A year ago, the Hootsuite social team noticed a large shift in our digital Share of Voice. We saw a long-term trend towards declining Share of Voice for Hootsuite and a large increase for our biggest competitor. Obviously, this was a concern, and not the trend we wanted our results to go in!

We looked deep into the data and recognized that our industry was experiencing a content marketing shift. Practitioner-focused blog content was beating out all other content types. By creating content that appealed directly to social media and community managers like step-by-step guides on social tactics, useable templates and case study examples, our competition was gaining the edge.
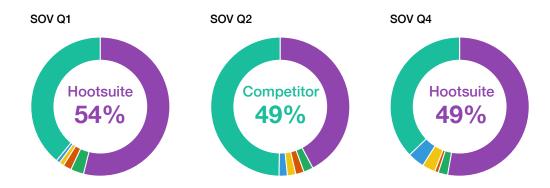
The Solution

After analyzing our data in Hootsuite Insights we developed a competitive industry report on the state of content marketing and social media marketing where we highlighted our content insights. We presented our findings to our CEO and got the green light to shift our strategy.

We then immediately initiated a shift in our blog content and social media marketing strategy because of the results of our competitive benchmarking. Our strategy shift has centered on following an audience-centric approach to our social posts and content. Now, if you check out Hootsuite's content marketing efforts, you'll see we're trying to better appeal to all types of audiences, including a heavy focus on content that's helpful to social media and community managers.

The Game Changer

Nearly six months after initiating the changes, we saw our average engagement rate on Twitter jump from .7% to 1.4% and it continues to climb. We have also seen a record increase of blog views with 55% more visitors to our content. And we are still using this data to inform even larger changes in our strategy (stay tuned!).

SOV Q1

Hootsuite
54%

SOV Q2

Competitor
49%

SOV Q4

Hootsuite
49%

How to Measure Digital Share of Voice

1. Make a list of competitors

The first step seems straightforward but can sometimes be tricky—you need to decide which competitors to track. Which brands or companies do you want to measure your success against? At Hootsuite, we measure two general Share of Voice numbers, one for Enterprise product competitors and one for Freemium product competitors, choosing to monitor our top five competitors in each category.
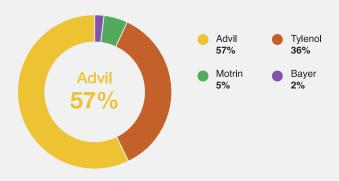
To get a full picture of each competitor's social standing, go beyond @ mentions and use a global listening or analytics tool. Create separate monitoring search streams for each competitive brand including the brand name and any relevant social handles or hashtags to ensure you're capturing the full conversation around each brand.

You can also calculate Share of Voice for more than just brand mentions. If you want to compare metrics around specific products, services or brand attributes, set up separate search streams for these related to your brand and each competitive brand. Make sure you keep the searches consistent so that the data is not skewed.

2. Create a dashboard with live data

Measuring digital Share of Voice can be done manually, but it is tasking. You first need to tally all of the mentions for your brand for a specific time table. Then, compile the mentions of each competitor in your industry for that same time period. To calculate Share of Voice, divide your mentions by the total number of mentions for the competition.

A tool like Hootsuite Insights can make this process much easier by automatically measuring mentions volume for you. At Hootsuite, we monitor our digital Share of Voice using pie charts in the Hootsuite Insights dashboard and share the information in real time on screens in each of our offices around the world. So, if a competitor earns major press for a new announcement, we see that increase in volume right away.

Advil
57%

- Advil 57%
- Tylenol 36%
- Motrin 5%
- Bayer 2%

3. Uncover opportunities for improvement

Your goal is always going to be to have the largest Share of Voice. But that won't always be the case. This metric will show your industry standing, but more importantly it can reveal opportunities for growth.

Pay attention to competitive wins. Are competitors seeing an increase in mentions from a new tradeshow that you should add to your events strategy? Have they been able to secure more press coverage than you? Why? What type of stories are they pitching to the media? How are they marketing product releases? What type of content marketing is working for them? These are all questions measuring Share of Voice will help answer, helping you pinpoint the source of the changes in your industry.

4. Report and share your findings with other teams and company leaders

Sharing your success against competitors through Share of Voice metrics can help other teams and top executives understand the impact of your content and campaigns. It can also be a powerful tool in lobbying for strategy shifts or adjusted budgets. For example, if you found that a top competitor was able to gain the edge thanks to great video campaigns, a decision maker would likely respond to the hard numbers that prove your team needs a larger budget to improve your YouTube strategy.

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3. Boost Organic Site Traffic

Social media conversations and data can provide valuable insights into your target audience. What do they care about? What do they need? What do they want? When you pay attention to what's being said and what's resonating you can start to craft a more profitable content strategy, which will draw more eyes and traffic to your site.

The first step in using social data to shape your content strategy and improve your site traffic is to track and monitor the right conversations. This means going beyond your owned social channels to monitor specific topics areas across social. The goal is to see if the topics you cover and the language you use aligns with how and what your target audience discusses. Plus, you'll likely find inspiration for new content ideas.

In order to capture social conversations relevant to your needs you'll want to search for an array of words or phrases people might use when discussing your chosen topic. This will help you turn social data into SEO-friendly content. Start with a Google search first—this will help you find a few terms that might lead you somewhere unexpected. For example, if you wanted to create a resource for graphic designers, you might look at the most popular fonts in 2015. This will give you a good starting point, rather than starting with a general keyword like "design."

Once you have your monitoring searches set up you can browse through individual mentions to get a feel for what people are talking about. Study how the conversation changes over time to look for new topic areas and themes that your audience is interested in. Make note of what's earning the most buzz so you can start to formulate ideas for content or campaigns around those themes. Are there certain topics that consistently appear? Are certain words or phrases starting to earn more traction? Create separate monitoring searches for these topics so you can dive deeper into those conversations.

Find Popular Topics in Real Time

The conversation maps in the Hootsuite Insights platform display the most-talked about words and phrases in a search, giving you an inside look into the social conversations that are evolving around the topic in real time. Conversation maps can help you better understand the top concerns and language used by your target audience.

Social media data can provide valuable insights into your target audience. When you pay attention to what's being said and what's resonating, you'll be able to ensure that your content and campaigns are not only relevant to your target audience, but valuable and discoverable.

Make note of the trending words or phrases you've seen and make sure these are used when creating content. Hitting on the words that people commonly use and search for will help improve your content's SEO and drive more traffic from organic search. This can help bring in new traffic from people who may not be familiar with your brand, helping you grow your audience through helpful content. Keep creating the content people are seeking and fill in the holes your competitors are leaving and you'll start to drive traffic to your site and earn credibility with your audience.

How Hootsuite Turns Social Data into SEO-Friendly Content

1. Pick a content topic to research

Begin by picking a keyword phrase and perform a search on social or use a social media listening platform to pull posts that mention your topic.

In order to create the most helpful content around social analytics, our team team uses social conversations to stay on top of what's being discussed in relation to social data and listening. We have a monitoring search that looks for social mentions that include the keyword "social" as well as any analytics indicators such as "analyze", "analytics", "data", "metric" or "metrics."

2. Look for clusters of conversation

Next, you can build a conversation map or topic cluster to better understand the top concerns and language used by your target audience. With some sorting, you can divide into different categories and build campaigns or content around those themes.

3. Listen regularly for trending topics

Keep checking in regularly with these conversation clusters to see how they change over time and what topics remain consistent throughout.

After analyzing our data, we found that inside the broad topic of "metrics" and "analytics" there were people talking about how they could better understand and use social media metrics. We found words like "objectives", "monitoring" and "problems" consistently appearing. So we started brainstorming ways we could help our audience with this problem.

4. Turn data into new content

Clearly, our audience was struggling to understand social media measurement. We decided a simple, straightforward blog series that broke down the basics of social data would likely resonate. Not only did this blog series address the needs of our target audience, but it was filled with the words and phrases that we found were commonly used when discussing social analytics. This helped improve the SEO of the posts and drive traffic from organic search. The series proved so popular that were decided to add additional content and repackage it into our Beginner's Guide to Social Media Metrics, a true blueprint for getting started with social analytics.

Make sure to go beyond the broad and obvious themes you may find. If you're trying to stand out in a highly competitive market, you can earn attention with originality. Drill down into less obvious conversations to find topics and themes that your competitors have likely missed. This will help you build an audience-first SEO strategy and quickly discover new content themes that you should be targeting.

4. Improve and Optimize Campaigns

If you're like most marketers, you utilize campaigns to draw attention to your company or brand. Campaigns can help tell your brand story, increase brand awareness and conversions, create stronger bonds with your customers and can be big drivers of earned media. Campaigns are hugely important to marketing, which is why you need to fully optimize them to the best of your ability.

Managing a campaign isn't easy. But at Hootsuite, we've found that whatever campaign we're running—whether it's a contest, influencer campaign, brand awareness initiative or product launch—it can be better managed and optimized with social listening and analytics. Social data helps us not only manage the day-to-day of a campaign but also highlight what working and what's not so we can better improve future campaigns.

There are many ways to measure whether a campaign is successful—each marketer will have very different KPIs. For our social media marketing team, we determine the success of brand campaigns by benchmarking against how previous campaigns performed—are results improving? We want to grow the numbers every single time, specifically in the number of times our campaign hashtags are used across social, what the sentiment of those mentions is and whether our digital Share of Voice increases when we're running a big campaign.

"Every campaign we run starts and ends with Hootsuite Insights. Each campaign teaches us more, and we continue to refine our strategies each and every time by using the story our data tells us."

Alyssa Kritsch, Social Media Marketing Coordinator at Hootsuite

Social data is a key element in every stage of our campaigns from planning to execution to wrap-up. You simply can't run a brand campaign these days without a social component (even if it's reactive). Knowing where you stand before, during, and after a campaign is key to achieving the results you want.

1.6M tweets	16K mentions	9.2K mentions	9.2K mentions	8.8K mentions	4.1K videos
Twitter	Blogs	Other	Message Boards	Facebook	YouTube

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How Hootsuite Manages and Measures Campaigns with Social Data

What We Measure

At kickoff, we create a benchmark document to list our targets and stretch goals. Again, we usually set these goals based on the performance of our latest brand campaign.

Our key campaign metrics:

- Volume of mentions of the campaign hashtag

- Sentiment of our engaged users

- Share of Voice

- Content-specific stats: YouTube views, blog traffic generated, contest entries, and engagement stats such as Likes, Shares and Comments

What We Monitor

Mentions and Sentiment

These metrics allow us to keep a temperature on our audience. We don't want to post so much about the campaign that our audience gets exhausted. If we notice a spike in negative sentiment, or comments like "stop spamming" we immediately cut back promotion. If we notice a steady increase in positive sentiment and mentions, we continue to push semi-aggressively.

Our KPI Metrics

Remember to track your progress against real business goals, not just a few positive comments you see on Twitter. Make sure you're aligned with business goals and KPIs, whether that's blog views, video views, contest entries, etc.

We monitor the overall campaign performance to ensure we are on target to reach our goals. If we're falling short, we consider giving the campaign an extra boost with a push on social to increase our traffic or view-based KPIs.

The Conversation

We track what's going on in terms of the theme of conversations about our campaign to see if there are keywords our audience is using in reference to the campaign we haven't thought of yet. There could be themes and phrases we can potentially include in our messaging about the campaign moving forward to earn more buzz.

What We Report

After a campaign ends, we turn our attention to the key results and takeaways. We compile very detailed analytics reports on every aspect of the campaign. We then use the data to drive takeaways and benchmark for future campaigns and projects—and we always set the bar even higher for our next campaign.

Check Your Results:
- Did content perform best on certain days, or times of day?

- Where there lulls on certain days or in certain time windows?

- What social networks performed best?

- What networks were most engaged? Least engaged?

- What networks did a specific content type (video, contest, etc.) perform best on?

A ✔ Hootsuite Campaign Story

You win or your campaign dies

At Hootsuite, many of us are big fans of the HBO series, Game of Thrones. We know that many of Hootsuite's users and fans love it too, so we decided to run a fun campaign around the season four premiere. The brand awareness campaign focused on a video we created that imitated the style of the Game of Thrones theme music but showed social networks instead of kingdoms. The video was a massive production and we were excited to promote and share it.

The Problem
After only a few days into the campaign, we noticed our audience was growing a bit tired of the one, key asset in the campaign: the video. We realised that developing a brand campaign around one, singular piece of content wasn't giving us our best shot at success.

The Solution
We gave our audience a break! We paused social sharing of the video for a few weeks. And when we continued promotion, we didn't just pick up where we left off. Instead, we broke down the video into different formats to test what worked best.

The Results
We found that the longer, two-minute video posts performed well on YouTube but didn't perform as well on platforms like Facebook, where the videos that were 30 seconds long or shorter worked best.

We now know that not every platform is right for every piece of content, and that video isn't the only way! The social data left us with one huge takeaway that has changed our campaigns for the better. We have now moved to a strategy where we develop multiple pieces of content for multiple audiences around one unifying theme or campaign. This delivers what each audience wants and protects against campaign fatigue.

Every campaign we run teaches us more, and we continue to refine our strategies each time by putting the stories the social data tell us to good use.

A Game of Social Thrones

1:20 / 1:30

5. Monitor Brand Health

When competition is high, you need to protect your customer base. You have to maintain a positive perception in order to build brand and product loyalty—and at Hootsuite, successful marketing programs help us do just that.

Monitoring and measuring our brand and company health is critical to our success. It helps us assess the performance of marketing campaigns and programs and it also provides useful information regarding the effectiveness of our marketing decisions and tactics. We measure brand health with social data like sentiment, tracking spikes in mentions volume and by diving into the social conversations around our brand, company and products for a better understanding of consumer perception.

Social sentiment refers to the emotion behind a social media mention. It's a way to measure the tone of the conversation—is the person happy, annoyed, angry? Sentiment adds important context to social conversations about your brand or product. Measuring sentiment will help you understand the overall feeling surrounding your individual products, campaigns, company and brand.

At Hootsuite, a key aspect in evaluating our social sentiment is to benchmark against our top competitors. This adds important context to our sentiment scores. Each industry will produce very different social conversations—some will be more opinionated, some controversial and some are more fact-based, resulting in high percentages of neutral mentions. So while a sentiment score may seem low, it may actually be high when compared to the competition. This is why it's important to measure and track brand health compared to the rest of your industry in the short and long term.

Beyond measuring sentiment, you'll also need to dive into the social conversations around your brand and products for a better understanding of consumer perception. Make note of the specific types of complaints you're seeing so you can track negative stories as they grow and devise a strategy for combating negative stories before they become big news. Same goes for positive trends—if you're seeing praise for certain product features, consider creating a marketing campaign highlighting these selling points. Paying close attention to any significant increase in volume of mentions and to increases in a specific language or from a certain platform will help you get ahead of any issues or amplify any positive surges that could ultimately affect brand health.
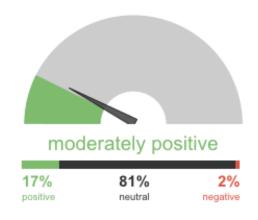
How to Measure Sentiment

Measuring sentiment on your own can be quite a time commitment, depending on the size of the conversation. To record the sentiment of mentions, you would read each one, evaluate the tone and assign a score. Consider using a tool that provides automatic sentiment analysis to get a quick overview of your brand health without having to dive into each individual mention.

The Hootsuite team uses Hootsuite Insights, our listening and analytics platform, for automatic sentiment analysis. The sentiment detection technology leverages both cutting edge machine-learning and human analysis of hundreds of millions of mentions to build unique and accurate artificial intelligence that automatically analyzes brand and product health.

moderately positive

| 17% | 81% | 2% |
| positive | neutral | negative |

Hootsuite & Brand Health

3 ways our team uses social sentiment

Crisis Prevention and Management

We watch our sentiment level for any signals that could indicate a dramatic shift in brand health. If we see a sudden spike in negative mentions, we investigate for any indication of a developing crisis. We loop in our PR department right away and work together to find the cause and establish a plan for handling the rise in negativity.

Competitive Research

Sentiment analysis is a key competitive benchmark for Hootsuite. We use it on a regular basis to understand how our brand and products are being perceived in comparison to our top competitors. We also keep an eye on the overall sentiment level of our main competitors to find opportunities (positive and negative) that we can use to shape our positioning against theirs.

Evaluate Campaigns and Other Initiatives

In addition to using brand health as an overall measurement of consumer satisfaction and perception of our brand, we also use it as a key metric in evaluating the success of campaigns, product launches and other new initiatives. We keep a close eye on sentiment before, during and after a specific campaign and track how levels change. If negativity rises, we consider halting the effort or adjusting the strategy. If our increased sentiment level remains post campaign, we use that data to inform and perfect future initiatives.

6. Maximize Thought Leadership Content

One of the biggest priorities of our Marketing and Corporate Communications teams is making sure the Hootsuite name is known, in a positive light, far and wide. A key aspect of that initiative is getting our CEO Ryan Holmes' name and thought leadership out to a broad, global audience. We focus on thought leadership because we've found that it plays a large role in brand health—positive impressions of our CEO and other key company leaders translate into positive impressions of Hootsuite overall. By sharing things in Ryan's own voice, we can create positive impressions of Hootsuite, and we can help ensure that those impressions are coming across in a real way that shows the company is being led by someone smart and capable (as all of us Hootsuite employees know he is!).

In addition to our small, internal Corporate Communications team, we also have some great support from a few PR agencies who support Hootsuite from their respective locations in North America, Europe, and Singapore. Using key social metrics, our in-house team is able to inform the strategies our agencies use to spread the word about Hootsuite and Ryan Holmes. Social data is crucial in connecting all the moving parts of our thought leadership program, helping us ensure that the information that's out there about Hootsuite, our CEO, and our other key company leaders is accurate, and hopefully positive. Focusing on social listening and analytics helps us ensure we're mapping back to our global PR priorities in the best way possible.

How Hootsuite Maximizes Thought Leadership

If your PR or Corporate Communications team is focused on thought leadership, make sure you use real data from social to back up what you think the perception of your brand and key company leaders is online—don't ignore the numbers!

Identify influencers and top stories

Ryan's thought leadership program consists of news articles, blog posts and LinkedIn pieces where he shares his expert perspective on social media, entrepreneurship, industry trends and more. Our goal is to maximize that content by making sure it's reaching the most people as possible. Social data shows us what's working best and where, helping us quickly and easily replicate wins.

Key data points:

Volume of Mentions - We keep a close eye on mentions of Ryan's name and the Hootsuite brand. Measuring mentions on a regular basis helps our team understand the typical volume, making it easy to spot spikes that could indicate something big, such as an unanticipated story picking up traction in a positive or negative way, one of Ryan's articles earning traction or a post by an advocate or influencer.

Top Stories and Trending Links - Social analytics show us which of Ryan's articles are getting the most traction by highlighting the most-shared top stories. We also track click-through-rates, which is helpful in understanding what people are responding to on our social channels or paid search.

Engagement - Social influence is reflected in high levels of engagement and amplification so these metrics are key for measuring our thought leadership. We focus on sharing metrics (retweets, shares, etc.) as these are important in highlighting the success of content as they extend our content beyond our own audience, increasing its exposure.

Exposure - Exposure shows us how far mentions of Ryan or Hootsuite are reaching by tallying the total number of impressions a mention receives (this is based on the number of followers that are in the networks of the author that generated the mention). We follow the flow of impressions over time so we can see any specific days or time windows the reach of the conversation about Ryan or Hootsuite is growing, perhaps indicating an influencer or press coverage.

Influencers - Social listening and key exposure metrics uncover the biggest influencers for Ryan's name and the Hootsuite brand. Our team tracks their conversations and adds them to our list of people (organizations, reporters, etc) to engage with prior to releasing new content. The ultimate goal is to find partners that will help share future content.

Monitor Thought Leadership Efforts in Real Time

Our Hootsuite Insights platform has a Signals function that extracts actionable insights from the social conversations happening around our brand and CEO. There are three key Signals we use to identify influencers and top stories in real time.

Spikes & Bursts - Automatically alerts the team to any significant increase in mentions, sentiment, volume of mentions in a specific language or from a certain platform. This Signal helps us stay ahead of any potentially negative story as well as determine what's working best on which platforms.

Top Stories - Highlights blog posts, news articles or any link about our brand or CEO that's gaining traction on social in real time. The Signal allows our team to get ahead of any potentially negative story and amplify positive stories or press coverage. Top Stories also helps us find the publications that are sharing Ryan's articles or blog posts.

Influencers - The real-time Influencer Signal feature in Hootsuite Insights highlights people who are driving the conversation about our brand or CEO at any given time, helping us find potential brand ambassadors or top reporters we can engage with prior to releasing new content.

Ensure global distribution of content

The ultimate goal of our thought leadership program is to achieve global awareness of Hootsuite. Social data helps us not only evaluate the progress of that goal but to also ensure each of our agencies are successfully spreading awareness in each of their respective regions and that the efforts align back to our global thought leadership program.

Key data point:

Geographical Distribution - By monitoring the country and region-specific breakdowns for mentions and exposure of both Hootsuite and our CEO, we can see if our leadership program is resonating where we're actively promoting. If our efforts are performing well in one specific area, we think about how we can replicate that in a different market without having to reinvent the wheel. We've seen success with translating some high-performing content into other languages, too, helping us secure coverage on CNN Mexico and more.

GEO DISTRIBUTION
for **HootSuite**   02 DEC : 08 DEC

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● United States ● Canada ● United Kingdom
● Saudi Arabia ● Spain

Ensure proper positioning and messaging for Hootsuite and Ryan Holmes

We want our thought leadership program to make an impact and build awareness of Hootsuite. But more importantly, we want to make a positive impact. That's why it's critical that we monitor that our brand presence is accurately reflected across the social web. Using social data, we identify key trends in the social conversations about our brand and company leaders to see what's performing well so we can repurpose or imitate it to secure additional success and more awareness of our brand.

Ket data points:

Sentiment - We use social sentiment to ensure proper positioning and messaging for Hootsuite and our CEO. We want to make sure our thought leadership content and brand presence are being received positively. If we see negative reactions, we use that data to inform and perfect future efforts.

Conversation topics - We follow social conversations to evaluate if people are talking about Hootsuite and our CEO the way we want them to be. Are the words or phrases they're using the ones we want aligned with our company? If a certain term or phrase is resonating and it's one we hadn't previously considered, we might incorporate that into a future article to earn more buzz. We compare old conversations to new to see if impressions people have of our leadership and brand are staying consistent over time. Are people still stuck on old messaging we'd like to update?

We follow both sentiment and popular topics closely to evaluate if they change over time, and if they're changing for the right reasons. Social analytics and listening helps us make the best use of our existing leadership content and guides us in making better content and promotional decisions moving forward.

Crush Your Marketing KPIs, Hootsuite Style

At Hootsuite, we know the importance of tracking social conversations and social data at every phase of a project or campaign. Hopefully, this white paper has convinced you of the importance of social listening and analytics—there's always something to learn. Benchmarking your brand or company against the competition and your own past successes will paint a clear picture of where you stand and help you make better decisions and hit your KPIs.

Remember that metrics will differ depending on the task at hand. We've given you an inside look at the data points that our Hootsuite teams use to measure our success, but they may not work for your individual use case. Pick the ones that are right for your project and goals. Make sure to fully utilize social listening metrics outside your owned social channels in order to get the full picture of your company or brand—a lot happens outside of what's going on in your own Twitter account or Facebook brand page.

From understanding the success of a campaign to detailing if your marketing tactics are resonating with the right people in the right locations, social media data is key to measuring marketing effectiveness in real time. Use social data to listen to your customers, inspire new efforts and to always keep growing, and you'll ensure your company is on the forefront of your industry. And then, you too can claim to have social in your DNA.

About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation

Social Media Management

Social Marketing

Social Customer Service

Social Selling

Hootsuite Enterprise empowers organizations to execute business strategies for the social media era. As the world's most widely used social relationship platform, Hootsuite Enterprise enables global businesses to scale social media activities across multiple teams, departments, and business units. Our versatile platform supports a thriving ecosystem of technology integrations, allowing businesses to extend social media into existing systems and programs.

We help organizations create deeper relationships with customers and draw meaningful insights from social media data. Innovating since day one, we continue to help businesses pioneer the social media landscape and accelerate their success through education and professional services.

Request a custom demo today by visiting enterprise.hootsuite.com

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