AN AWFUL LOT OF SOCIAL METRICS FOR HR

KNOW WHAT YOUR SOCIAL IS DOING - SELECT YOUR METRICS

You'll need to select the right metrics to monitor and measure your social media activity. Here are some metrics you could opt for, divided into sections based on the user journey on social media. Whether you have access to the data yourself, or call off reports from your digital or marketing teams, take reporting social seriously from day one. You'll need to prove the impact and continually optimise if you want your social to scale.

- **Activity:** What you do on social
- **Reach:** The audience you could and do talk to
- **Engagement:** Action around and about your brand
- **Acquisition:** Bringing users on-board
- **Conversion:** The results – applications, referrals, etc.
- **Retention and advocacy:** Positive users who'll promote your brand

Activity metrics: What you do on social
Simple metrics which quantify the work you and your team are doing on social. This is clearly important to understand ROI, but bear in mind these metrics are easy to overlook in favour of the metrics around the return, rather than the investment, especially if you're operating a lean social approach and don't have much time to keep on top of the numbers.

Average response time: How long does it take you to respond to social enquiries, like questions about the application process or a request for an update?
Content rate: How much content do you publish in a given period?
Post rate: How many social media posts do you produce in a given period?
Response rate: How many social queries do you get back to within your target time?
Social media marketing budget: How much have you spent on social media?

Reach metrics: The audience you do and could talk to
These measures of how effectively you're reaching a potential audience are a good way to look at the awareness you're creating within particular talent pools. These metrics could be particularly important if are aiming to build a presence in a group, either ahead of a recruitment drive or for pipeline building in the future.

- **Audience growth rate:** What percentage does your audience alter by channel in a given period?
- **Brand awareness:** How often is your brand mentioned online in a given period?
- **Fans/followers:** How many people make up your audience?
- **Influence score:** These scores are provided by special tools such as Klout, which measure the overall influence of your brand versus the norm on social media.
- **Post reach:** The number of people who see a particular post on a social network.
- **Potential impressions:** The number of times a piece of social content could be viewed on a given network.
- **Potential reach:** The maximum potential audience who could see a post, comprised of your brand following and their extended networks.
- **Share of audience:** How you roughly stack up versus competitors in terms of audience size.
- **Share of engagement:** How you roughly stack up versus competitors in terms of audience interaction.
- **Share of voice:** How you roughly stack up versus competitors in terms of dominance of conversations.
- **Sentiment:** Ratio of positive, negative and neutral comments on social channels.
- **Video views:** Erm, the number of times a video is viewed.

Engagement metrics: Action around and about your brand
Indicative of the interaction your content is inspiring among your network, which could be a useful way to gauge the interest of pipeline potentials, graduates, existing team members or the wider public.

- **Amplification rate:** The average shares per post
- **Applause rate:** The number of positive reactions to content, such as likes.
- **Average engagement rate:** How many of your audience are actively engaged in a given period?
- **Comment/ Conversation rate:** How many comments per piece of content posted?
- **Engagement as a percentage of audience:** How many of your overall social audience are engaged?
- **Engagement per fan/follower:** Percentage of engaged audience members within a single network, for example Talent Brand Index on LinkedIn.
- **Virality:** The rate or size of the spread of a piece of content. How often it is shared, for example.

Acquisition metrics: Bringing users on-board
Many of these metrics will come from your website, as this is when your audience is considering completing the action you are hoping for, such as referring friends or applying for a role. Web analytics software will provide this type of data. Do you have access to these reports yourselves? Or will you have them provided by your digital team?

- **Blog subscribers:** Number of people signed up to receive your blog updates
- **Bounce rate:** Website visitors who leave your site immediately, without visiting any pages other than the one they entered on
- **Click-throughs:** How many clicks did your specific piece of content on social get?
- **Click-through rate:** What percentage of all the people who saw content on social clicked on it?
- **CPC:** Cost-per-click (for paid search or social advertising) – how much you paid per click achieved
- **Email subscribers:** Number of people who subscribe to receive your emails.
- **Links:** The number of pages (yours and others) linking to a particular piece of social content you've posted (will make it more easy to find in SEO rankings)
- **Micro-conversions:** Clicks on content, views, shares, downloads and other indicators of increasing engagement prior to a conversion
- **Page views:** How many pages have visitors to your site viewed in a given time?
- **Percentage of social visits:** Out of all website traffic, how much came from social?
- **Sessions:** How many visits to your site there are during a specific period
- **Session duration (formerly time on site):** How long does each visitor spend on your site?
- **Traffic ratio:** Percentage of visitors to your site who enter via specific groups of traffic sources, including direct, search, campaigns, social and links from other sites (social apart).

Conversion metrics: The results - applications, referrals, etc.
Ultimately, you want people to complete actions that fulfil your objectives, whether that be applications, referrals, sign-ups or whatever. These metrics measure this.

- **Conversions:** How many times is your website goal completed? e.g. How many applications?
- **Conversion rate:** The percentage of all users who complete the website goal? e.g. How many site visitors apply? Also application form conversion rates – how many complete?
- **CPA (cost per acquisition or cost per action):** How much does each goal achieved cost, calculated by dividing your investment by the number of goals completed?
- **New visitor conversions:** How many goals completed by new visitors to your site?
- **Return visitor conversions:** How many goals completed by returning visitors to your site?
- **Social media conversion rate:** How many goals completed originating from social media?

Retention metrics: Happy customers and brand evangelists
Happy candidates and happy teams will create positive feeling in the market. They will share, they will endorse and they will contribute to word of mouth acquisition. These are the advocates. Their equal and opposite are the detractors. The metrics help you understand how many you have, and how likely you are to get more. Some of your most important measurement, therefore, happens after the conversion.
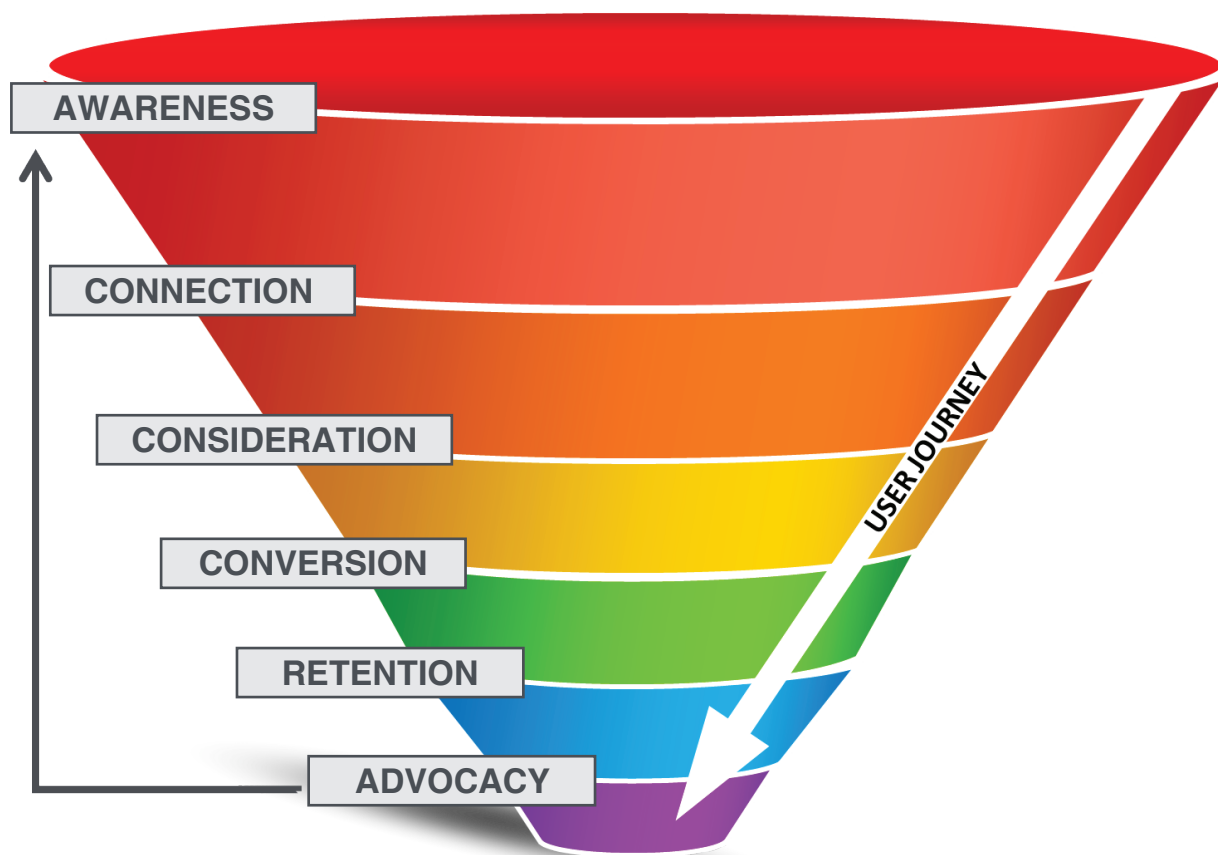
- **Brand evangelists:** Number of people whose activity on social marks them out as advocates.
- **Customer reviews/ratings:** Number of positive or negative customer reviews received. You could put a survey tool like Qualaroo on your careers site or see Glassdoor for this.
- **Net Promoter Score:** To calculate this one, customers answer the question, How likely is it that you would recommend [your company] to a friend or colleague? using a scale of 0-to-10 points. To calculate it, subtract the percentage of detractors (0-6), from the percentage of advocates (scoring you 9-10).

Connect on:

FUNNEL YOUR HR SOCIAL MEDIA USERS
IF YOU'RE SERIOUS ABOUT SOCIAL, HAVE FUNNELS

AWARENESS

CONNECTION

CONSIDERATION

CONVERSION

RETENTION

ADVOCACY

USER JOURNEY

You can effectively model your users' journeys online and through social media by using a funnel, the great benefit of which is being able to visualise your process and focus on improving the results at each stage of the journey.

This is a marketing tool which can be effectively adapted to a human resources process, by amending the stages and mapping objectives and metrics onto the funnel which reflect our HR purposes.

This funnel is divided into six steps, and the end goal of the funnel should be your objective. Let's make that objective getting applications, as an example.

In the Awareness step, we are doing activity in the market, or in this case on social media, which creates knowledge of our brand among potential users, so metrics might include the number of social posts.

In the Connection stage, users who are aware of us begin to interact with our posts, such as viewing our You Tube videos.

In the Consideration stage, users go further and dig into our social profiles or website. They might visit the site, or view the company page on Facebook, and these will be the metrics we measure.

In the Conversion stage, we are aiming to capture our applications, so we will measure the number of people clicking on the apply button, then their passage through the application form, and ultimately, the number of applications in total.

In Retention, we are aiming to make those who've converted once convert again in the future. This might mean encouraging a talent pipeline to remain close and reapply, or could perhaps be converted into an internal engagement metric, to reflect retention of staff.

Finally, Advocacy is our ultimate aim, as it means users who have converted are now telling their connections to apply as well, doing our sourcing for us. We might measure shares of jobs by registered users,

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