

MMC 6727

Social Media Metrics and Evaluation

University of Florida
College of Journalism and Communications
Online Masters in Social Media

COURSE

Number: MMC 6727

Credits: 03

Meeting time: Weekly online lectures

Office Hours: There are no official Office Hours but students can reach the instructor as needed by email, phone, or Skype.

INSTRUCTOR

Sarah DeThomasis

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Course Website: <http://lss.at.ufl.edu>

WHAT YOU WILL LEARN

Successful social media strategies must be grounded in the generation of meaningful, tangible data and the ability to prove positive ROI based on insights gleaned from the analysis of those metrics. The most important and most difficult task that a social media professional has is the challenge to justify spend and effort. This course will prepare you build and maintain your case through learning to: (1) determine what kind of measurement mechanisms to employ, (2) identify what data points are meaningful, (3) approach/manipulate your data, and (4) determine how your analysis impacts your overall strategy.

EXPECTATIONS

Students must have a working knowledge of Microsoft Excel and familiarity with statistical analysis in order to be successful in this course. Students must also watch class lectures and complete all assignments and peer reactions in a timely manner.

ASSIGNMENTS

To submit the assignments throughout this course, you students will either use the Discussions or Assignments section of Sakai.

Due dates and detailed instructions for assignments can be found on the Assignment Due Date Spreadsheet. Students should download the spreadsheet to keep track of their assignments and points throughout the class.

For some assignments, students will be required to start their own Conversations within module-specific topics in the Discussions section of Sakai. When students create new Conversations, they will be required to name their Conversation with their first and last name and any other details that will help the instructor or other students discern what they are reading (e.g. the assignment number, etc).

Students will also be asked to provide Peer Reactions to their classmates' assignments for some of the modules' assignments in this course. To provide reactions, students must use the "reply" function within the Discussions section of Sakai on the assignment of their choice.

Assignments that require Peer Reactions MUST be submitted to Sakai on time. Please be considerate to your classmates because your delay could cause difficulties for their reactions.

Some assignments will be submitted via the Assignments section of Sakai. Specific instructions for how and what to upload for each assignment can be found in the Syllabus and in the Assignment Due Date Spreadsheet.

All Assignments and Peer Reactions are **due by 11:30 PM EST on the day that they are due.** Due dates can be found on the Assignment Due Date Spreadsheet.

ACCOMMODATING DISABILITIES

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

REQUIRED TEXT

There is not a required textbook for this course but you will have mandatory, assigned readings and videos to watch for almost all modules.

STUDENTS WITH DISABILITIES

Students requesting class accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the students, who must then provide this documentation to the Instructor when requesting accommodation. For more information about the Dean of Students Office, please visit: <http://www.dso.ufl.edu/>

GRADING

Your work will be evaluated according to this distribution:

Module 1	35
Module 2	35
Module 3	60
Module 4	10
Module 5	35
Module 6	25
Module 7	50
Module 8	50
Module 9	50
Module 10	50
Module 11	100

Total 500 Points

Grades will be determined as follows:

A	465 – 500 points	93 – 100%
A-	450 – 464 points	90 – 92%
B+	435 – 449 points	87 – 89%
B	415 – 434 points	83 – 86%
B-	400 – 414 points	80 – 82%
C+	385 – 399 points	77 – 79%
C:	365 – 384 points	73 – 76%
C-	350 – 364 points	70 – 72%
D+	335 – 349 points	67 – 69%
D:	300 – 334 points	60 – 66%
D-:	275 – 299 points	55 – 59%
E:	0 – 274 points	0 – 54%

Peer Reactions are worth 10 points and points can be deducted based on levels of completion. You will be required to complete four Peer Reactions for this class. If students feel compelled, they may respond to more than one classmate's assignments. There will be no additional credit awarded for this effort but it is encouraged to provide peer feedback and start conversation. In addition, students are encouraged to reply back to the Peer Reaction to start a conversation.

- 10 points: Completed task fully and on time, provided meaningful insight and added to classmate's assignment
- 8 points: Completed task fully and on time, provided meaningful insight and added to classmate's assignment, but DID NOT fulfill length requirement
- 5 points: Reaction was posted late, but DID provide meaningful insight and added to classmate's assignment, and fulfilled length requirement
- 0 points: No reaction was submitted

Assignments that are worth 25 points will be graded based on the requirements outlined in this syllabus. If an assignment has two parts, Part 1 of the assignment will be worth 12.5 points and Part 2 will be worth 12.5 points. A completed, thorough assignment will be considered to be a submission that fulfills all of the requirements.

Grading for Assignments that are worth 25 points roughly follow the following grading distribution:

- 25 points: Assignment submitted on time, fulfilled all of the requirements, computed data is accurate (if applicable), and provided meaningful, thoughtful analysis or response (if applicable).
- 17 points: Assignment submitted on time, fulfilled the majority of the requirements, the majority of computed data is accurate (if applicable), and provided meaningful, thoughtful analysis or response (if applicable).
- 12.5 points: Assignment submitted on time, fulfilled most of the requirements, most of computed data is accurate (if applicable), and provided some meaningful, thoughtful analysis or response (if applicable). OR If an assignment has a Part 1 and Part 2 and there is one of the two parts missing, the submitted portion of the assignment will be graded on the requirements for the 25 point level and if that part meets those requirements, the student will receive only 12.5 points.
- 10 points: Assignment submitted on time, fulfilled some of the requirements, some of computed data is accurate (if applicable), and provided some meaningful, thoughtful analysis or response (if applicable).
- 0 points: Did not complete assignment.

The final project in Module 11, Assignment 21 is worth 100 points. This project will be graded as follows:

- 100 points: Project is submitted on time according to the Assignment Due Date Spreadsheet, meets all length requirements, includes a video and PowerPoint presentation, provides meaningful, thoughtful insights and recommendations, and shows a thorough understanding of the data and how it is applied.
- 90 points: Project is submitted on time according to the Assignment Due Date Spreadsheet, includes a video and PowerPoint presentation, provides meaningful, thoughtful insights and recommendations, shows a thorough understanding of the data and how it is applied, but DOES NOT meet length requirements.
- 75 points: Project is submitted on time according to the Assignment Due Date Spreadsheet, includes a video and PowerPoint presentation, but DOES NOT meet length requirements, DOES NOT provide meaningful, thoughtful insights and recommendations, and DOES NOT show a thorough understanding of the data and how it is applied.
- 50 points: Project was not submitted on time according to the Assignment Due Date Spreadsheet. Project DOES NOT include either a video or a PowerPoint presentation, DOES NOT fulfill the length requirement, and DOES NOT provide

- meaningful, thoughtful insights and recommendations, and DOES NOT show a thorough understanding of the data and how it is applied,
- 0 points: No project submitted

Grading is partially subjective on the part of the instructor. Additional grading parameters for assignments will be provided throughout the course of the class.

GRADING POLICY

General University policies regarding grading are found at:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

PROJECTS

Data Sets for Projects

For Modules 7-11, you will need to choose a sample brand data set from the choices in our class Dropbox folder OR you may use a data set from social presences that you manage. We will focus on only Facebook and Twitter for this class. If you only have a data set from one social platform for a social presence that you manage and wish to use a sample brand data set for the other social platform, you may do so.

If you would like to use your own data sets for either Facebook and/or Twitter for your analysis throughout Modules 7-11, you will be asked to upload them for Assignment 3 in Module 1. If you wish to use a sample data set, please visit our class Dropbox folder and reference the Folder called Sample Data Sets for Projects.

POLICY ON LATE WORK

Assignments and projects are due at the date and time specified. Late assignments will be graded down one full letter grade for each class day late. Technical issues are not an excuse for late work.

“Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.”

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

**Netiquette: Communication Courtesy:

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

GETTING HELP

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
 - <http://www.counseling.ufl.edu/cwc/Default.aspx>
 - 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."
For more information about academic honesty, contact Student Judicial Affairs, P202 **Peabody Hall, 352-392-1261**.

Schedule

Module 1: Introduction to Social Media Metrics and Evaluation (1/6/14-1/12/14)

WATCH

Video 1: "Getting started with MMC 6727: Social Media Metrics and Evaluation"

- Get to know your instructor
- Review course goals, objectives, and requirements
- Learn how to succeed in the class

WATCH

Video 2: "Introduction to Social Media Metrics and Evaluation"

- What is it and why is it important?
- What makes social media measurement different?
- Building an ROI story
- Issues that arise with social media measurement

YouTube

- <http://www.youtube.com/watch?v=gqOGVZE-tMo>

READ

- Demystifying Social Media, McKinsey & Company, April 2012
 - http://www.mckinsey.com/insights/marketing_sales/demystifying_social_media
- 2013 Survey: CMOs Stumped by Social Media Measurement and Integration, Up All Night Creative, March 2013
 - <http://upallnightcreative.com/2013-cmo-survey-companies-struggling-to-integrate-social-media/>

TO DO

Twitter

- Do you have a Twitter account? If you don't, create one (<http://www.twitter.com>). Follow me ([@sarahdethomasis](https://twitter.com/sarahdethomasis)) and introduce yourself in 140 characters or less. Once you do so, I will create a Twitter list of everyone's handles so that you can follow your classmates and interact throughout the semester.
- **ASSIGNMENT 1:** Find an example in social where businesses would need to develop an ROI story.
 - This assignment will be uploaded to the Discussions section of Sakai under the Topic - Module 1: Introduction to Social Media Metrics and Evaluation (start your own Conversation with your first/last name and any applicable details)
 - Use the following layout for each example to organize your submission
 - First bullet: Descriptive title of what your example is and what brand it involves
 - Second bullet: URL of your example
 - Third bullet: Why your example would need an ROI story
 - Fourth Bullet: What are the potential issues with creating an ROI story with this example?
 - Examples
 - Your favorite TV shows showing hashtags on screen
 - Launch of a new product
 - Interacting with followers on Twitter

- Facebook app/game
 - Sweepstakes/contests
 - A celebrity supporting a brand in social media
- If you are unsure that it is a good example, ASK ME!
- **ASSIGNMENT 2: PEER REACTION:** Assignment 1 will be uploaded to the Discussions section of Sakai. Once everyone has submitted their assignment, choose ONE of your classmate's assignments and provide a reaction by responding to their post. Your reaction should be at least 5-7 sentences and provide meaningful insight and contribute to the assignment.
- **ASSIGNMENT 3:** Review the "Data Sets for Projects" section above. Choose one Facebook and one Twitter data set from the sample brand data sets or your own and upload your selections to Sakai in the Assignments section to Module 1: Assignment 3. Your files should be saved with the following naming convention:
 - YourLastNameYourFirstName_AssignmentNumber_DateUploaded
 - EX: DeThomasisSarah_Assignment3_FacebookData_11.20.13
 - EX: DeThomasisSarah_Assignment3_TwitterData_11.20.13
 - There are no specific points associated with this assignment but if you upload your files by the due date you will receive five extra credit points.

Module 2: Who cares? (1/13/14-1/19/14)

WATCH

Video 3: "Who cares?"

- Audience profiles
- When an ROI story is needed
- Discovery sessions

READ

- "The CMO.com Interview: American Express VP Christopher Frank", CMO.com, August 2013
 - http://www.cmo.com/articles/2013/7/31/amex_cmocom_intervie.html

TO DO

- **ASSIGNMENT 4:** Take the example you provided from Assignment 1 and determine for each profile (The Executive, The Director, The Manager, The Specialist) if they would think that an ROI story is important and how they might apply the findings to their work.
 - For this assignment, copy and paste your submission from Assignment 1 to the Discussions section of Sakai under the Topic – Module 2: Who cares? (start your own Conversation with your first/last name and any applicable details) and simply add additional bullets below your copied example for each profile.
 - Use the following layout for each example to organize your submission
 - First bullet: Descriptive title of what your example is and what brand it involves (copied from Assignment 1)
 - Second bullet: URL of your example (copied from Assignment 1)
 - Third bullet: Why your example would need an ROI story (copied from Assignment 1)
 - Fourth Bullet: What are the potential issues with creating an ROI story with this example? (copied from Assignment 1)
 - Fifth bullet: The Executive: Is an ROI story for this example important to this profile? If not, why? If it is, how might they apply the findings to their work?
 - Sixth bullet: The Director: Is an ROI story for this example important to this profile? If not, why? If it is, how might they apply the findings to their work?
 - Seventh bullet: The Manager: Is an ROI story for this example important to this profile? If not, why? If it is, how might they apply the findings to their work?

- Eighth bullet: The Specialist: Is an ROI story for this example important to this profile? If not, why? If it is, how might they apply the findings to their work?
- **ASSIGNMENT 5: PEER REACTION:** Assignment 4 will be uploaded to the Discussions section of Sakai. Once everyone has submitted their assignment, choose ONE of your classmate's assignments and provide a reaction by responding to their post. Your reaction should be at least 5-7 sentences and provide meaningful insight and contribute to the assignment.

Module 3: Data in Action (1/20/14-1/26/14)

WATCH

Video 4: "Data in Action"

- The cost of not listening and the importance of being agile
- Influencing the larger strategy
- Paid media and budgets

YOUTUBE: "United Breaks Guitars"

- <http://www.youtube.com/watch?v=5YGc4zOqozo>

READ

- 'United Breaks Guitars': Did It Really Cost The Airline \$180 Million?, Huffington Post, August 2009
 - http://www.huffingtonpost.com/2009/07/24/united-breaks-guitars-did_n_244357.html
- Adidas cancels release of controversial shackle sneaker, June 2012
 - <http://t.today.com/style/adidas-cancels-release-controversial-shackle-sneaker-835074>
- Brutal Forrester Report Tells Advertisers, 'Don't Dedicate A Paid Ad Budget For Facebook', October 2013
 - <http://www.businessinsider.com/forrester-report-says-dont-dedicate-a-paid-ad-budget-for-facebook-2013-10>

TO DO

- **ASSIGNMENT 6:** Find an example of a brand making an agile business decision based on data analysis and provide a reaction to their decision. Do you think it was good? Bad? What would you have done differently?
 - This assignment will be submitted to the Discussions section of Sakai under the Topic – Module 3: Data in Action (start your own Conversation with your first/last name and any applicable details)
 - Format for this assignment should be as follows:
 - First bullet: Description of your example and the brand it relates to
 - Second bullet: URL to your example (can be an article about an example OR an example that you found in action)
 - Third bullet: Two paragraph (5-7 sentences is a paragraph) reaction to the brand's decision
- **ASSIGNMENT 7: PEER REACTION:** Assignment 6 will be uploaded to the Discussions section of Sakai. Once everyone has submitted their assignment, choose ONE of your classmate's assignments and provide a reaction by responding to their post. Your reaction should be at least 5-7 sentences and provide meaningful insight and contribute to the assignment.
- **ASSIGNMENT 8:** Write a two-paragraph (5-7 sentences is a paragraph) reaction to the Forrester Report article. What do you think of their findings? Do you think that there are any flaws in this analysis?

- Upload this assignment to the Discussions section of Sakai under the Topic – Module 3: Data in Action (start your own Conversation with your first/last name and any applicable details)

Module 4: Demographics (1/27/14-2/2/14)

WATCH

Video 5: “Demographics”

- Knowing your audience
- Where data is lacking
- Visualizing demographic data
- What data points are important?

READ

- **“ Social Media Demographics: The Surprising Identity Of Each Major Social Network”, Business Insider, October 2013**
 - <http://www.businessinsider.com/a-primer-on-social-media-demographics-2013-9>

TO DO

- **ASSIGNMENT 9:** Identify meaningful demographic trends in a Facebook audience of your choice and outline what the trends could mean for the content strategy.
- **Part 1:** You may use a Facebook Insights export from a page that you manage or use one of the sample exports provided in the section “Data Sets for Projects” at the top of the syllabus. Regardless of your choice, you must upload your selection to the Assignments section of Sakai under Module 4: Assignment 9 and save your file with the following naming convention:
 - YourLastNameYourFirstName_AssignmentNumber_DateUploaded
 - EX: DeThomasisSarah_Assignment9_11.20.13
- **Part 2:** Your evaluation of the demographic trends and how it affects your content strategy will be uploaded to Sakai in the Assignments section under the same assignment as Part 1. Simply input your response in the body of the assignment that you have attached the data file to.
- Format for this assignment should be as follows:
 - First bullet: Percentages of Male/Female/Other
 - Second bullet: Age breakdown
 - Third bullet: General geographic distribution (describe in words any notable geographic trends that stand out)
 - Fourth bullet: How would this data affect your content strategy? (one paragraph, 5-7 sentences)

Module 5: Big Data and Consumer Experience (2/3/14-2/9/14)

WATCH

Video 6: “Big Data and Consumer Experience”

- The Age of the Consumer
- 360-degree experience impacted by social media
- Building consumer profiles and the power of big data
- Industries and the importance of big data to them

READ

- **“ Social Media Demographics: The Surprising Identity Of Each Major Social Network”, Business Insider, October 2013**

- <http://www.businessinsider.com/a-primer-on-social-media-demographics-2013-9>
- “Express CMO Lisa Gavales shares how to turn “likes” in to sales”, Retail’s BIG Blog, January 2012
 - <http://blog.nrf.com/2012/01/05/express-cmo-lisa-gavales-dishes-on-facebook-commerce-and-the-roi-of-social-media/>

TO DO

- **ASSIGNMENT 10:** Write a three-paragraph (5-7 sentences is a paragraph) reaction providing your opinion on how an industry (or brand) of your choice might benefit from leveraging big data and how big data might positively affect the brand’s Consumer Experience.
- This assignment will need to be uploaded to the Discussions section of Sakai under the Topic – Module 5: Big Data and Consumer Experience (start your own Conversation with your first/last name and any applicable details)
- **ASSIGNMENT 11: PEER REACTION:** Assignment 10 will be uploaded to the Discussions section of Sakai. Once everyone has submitted their assignment, choose ONE of your classmate’s assignments and provide a reaction by responding to their post. Your reaction should be at least 5-7 sentences and provide meaningful insight and contribute to the assignment.

Module 6: Collaborating Across the Enterprise (2/10/14-2/16/14)

WATCH

Video 7: “Collaborating Across the Enterprise”

- Who “owns” social?
- Social Media Councils and Task Forces
- Discovery process and management of expectations
- Dissemination of information and empowering the business units

YouTube

- **Managing Social Relationships Across the Enterprise**
 - <http://www.youtube.com/watch?v=klAj71MDws>

TO DO

- **ASSIGNMENT 12:** Outline your approach for conducting a discovery process with ONE of the provided business profiles of your choice or your own business profile.
- **Part 1:** If you wish to use a provided business profile for this assignment, you can find them in the Dropbox Folder – Sample Business Profiles.
- If you wish to use your own business (or a business that you have intimate knowledge of) for this assignment, you will need to follow the format of the provided business profiles and upload your business profile with Part 2 of the assignment in Sakai via the Assignments section in Module 6: Assignment 12. Save your file with the following naming convention:
 - YourLastNameYourFirstName_AssignmentNumber_DateUploaded
 - EX: DeThomasisSarah_Assignment12_11.20.13
- **Part 2:** Your approach to the discovery process will need to be uploaded to the Assignments section of Sakai in Module 6: Assignment 12
 - Format for this assignment should be as follows:
 - First bullet: What business profile did you choose? Include the Dropbox URL if you used a provided business profile (if you didn’t use a provided business profile, it will be attached to the assignment)
 - Second bullet: What are the business units (BUs) that you would need to complete a discovery process with? (outline each BU in sub-bullets)
 - Third bullet: Outline a timeline for the completion of the Discovery process over a six-month period – include what you would do AFTER the process is over as well

- Fourth bullet: What are the potential issues/tensions that may arise with each BU? (outline each issue/tension in sub-bullets)

Module 7 (Part 1): Identifying Points of Evaluation (2/17/14-2/23/14)

WATCH

Video 8: "Identifying Points of Evaluation"

- Cadence of measurement
- Reach, Engagement, Audience
- Averages, percentage changes, and net data
- Organic vs, Viral
- Unique data vs. data that is not unique
- Identifying outliers
- Leading the data
- Facebook, Twitter, and beyond

READ

- "How to Measure your Social Media Return on Investment", Forbes, August 2013
 - <http://www.forbes.com/sites/capitalonespark/2013/04/25/how-to-measure-your-social-media-return-on-investment/>
- "3 Steps to Measuring Your Company's Social Media ROI", FastCompany, July 2012
 - <http://www.fastcompany.com/1843675/3-steps-measuring-your-companys-social-media-roi>

Module 7 (Part 2): Identifying Points of Evaluation (2/24/14-3/2/14)

TO DO

- **ASSIGNMENT 13: Facebook**
 - Use your chosen Facebook data set from Assignment 3 to identify the points of data that need to be used to complete the analysis for completing the following assignment. Then, compute the values in Excel and input the values in to the template provided in Dropbox Folder – Data Sets for Projects>Module 7 Identifying Points of Evaluation>TemplateforFacebookData (this is the template that you will use for Assignments 13, 15, and 17)
 - While you complete this exercise, take note of anything that you might be able to draw analysis from for a future exercise. For instance, if you see that fan growth spikes on a particular day, you will want to figure out the cause for that spike.
 - Upload your completed template as an attachment to Sakai in the Assignments section in Module 7: Assignment 13
 - The following is what you will need to compute in Excel and input in to the template:
 - Fan Growth
 - Total Growth
 - % change from previous end of month
 - Engagement
 - Sum of Likes
 - Sum of Comments
 - Sum of Shares
 - Sum of Clicks

- Sum of all engagements
 - % change from previous month's average
 - Reach
 - Total Reach
 - Average Reach
 - % change from previous month's average
 - Posts
 - Total number of posts
 - Engagement Rate
 - Average Engagement on posts
 - % change from previous month's average engagement on posts
- **ASSIGNMENT 14: Twitter**
 - Use your Twitter data set from Assignment 3 to identify the points of data that need to be used to complete the analysis for computing the following. Then, compute the values in Excel and input the values in to the template provided in Dropbox Folder – Data Sets for Projects>Module 7 Identifying Points of Evaluation>TemplateforTwitterData (this is the template that you will use for Assignments 14, 16, and 18)
 - While you complete this exercise, take note of anything that you might be able to draw analysis from for a future exercise. For instance, if you see that follower growth spikes on a particular day, you will want to figure out the cause for that spike.
 - Upload your completed template as an attachment to Sakai in the Assignments section in Module 7: Assignment 14
 - The following is what you will need to compute in Excel and input in to the template:
 - Followers
 - Total Growth
 - % change from previous end of month
 - Engagement
 - Total Mentions/Replies
 - Total Retweets
 - Total Favorites
 - Sum of all engagement
 - Tweets
 - Total tweets
 - Average engagement on tweets
 - Engagement rate
 - % change from previous month's average engagement on tweets

Module 8: Developing Your Story (3/3/14-3/9/14)

WATCH

Video 9: "Developing Your Story"

- Considering Audience Profiles
- Quarterly analysis
- Quantitative vs. Qualitative data
- Transform numbers into recommendations
- Finding supporting/analogous data
- Comparing and extrapolating data
- Content analysis and affect on strategy

TO DO

- **ASSIGNMENT 15: Facebook**

- For Part 1 and Part 2, upload your completed template and your supporting data to Sakai in the Assignments section via [Module 8: Assignment 15](#). Part 1 should be attached to the assignment and Part 2 should be included in the body of the assignment.
- **Part 1:** Use Assignment 13 from Module 7 and input the data in the quarterly report data sections on the second tab of the file (this is the template that you will use for Assignments 13, 15, and 17)
- **Part 2:** Find an example of supporting/analogous data and identify the connection that it has with your data.
 - Organize your response with the following format:
 - First bullet: Title of data
 - Second bullet: URL/source
 - Third bullet: Key data points that are meaningful and how it relates to your data
- **ASSIGNMENT 16: Twitter**
 - For Part 1 and Part 2, upload your completed template and your supporting data to Sakai in the Assignments section via [Module 8: Assignment 15](#). Part 1 should be attached to the assignment and Part 2 should be included in the body of the assignment.
 - **Part 1:** Use Assignment 14 from Module 7 and input the data in the quarterly report data sections on the second tab of the file (this is the template that you will use for Assignments 14, 16, and 18)
 - **Part 2:** Find an example of supporting/analogous data and identify the connection that it has with your data.
 - Organize your response with the following format:
 - First bullet: Title of data
 - Second bullet: URL/source
 - Third bullet: Key data points that are meaningful and how it relates to your data

Module 9: Benchmarking and The Competitive Set (3/10/14-3/16/14)

WATCH

Video 10: “Benchmarking and The Competitive Set”

- Setting benchmarks
- Potential issues with benchmarking
- Identifying competitors
- Competitive benchmarking
- Public vs. Private Data
- Potential issues with competitive benchmarking

TO DO

- **ASSIGNMENT 17: Facebook**
 - Use your data set for Facebook from Assignment 3 and set quarterly benchmarks (Q1, Q2, Q3, Q4) for the following data points:
 - Fans
 - Reach
 - Engagement
 - Use Assignment 15 from Module 8 and input your proposed benchmarks in to the cells denoted for this assignment on the second tab of the file (this is the template that you will use for Assignments 13, 15, and 17)

- To set quarterly benchmarks, look at your data and determine the pattern of growth that your property experiences. Use the direction in the lecture for this module to help you decide your approach.
- Upload your completed template to Sakai in the Assignments section via [Module 9: Assignment 17](#)
- **ASSIGNMENT 18: Twitter**
 - Use your data set for Twitter from Assignment 3 and set quarterly benchmarks (Q1, Q2, Q3, Q4) for the following data points:
 - Followers
 - Engagement
 - Use Assignment 16 from Module 8 and input your proposed benchmarks in to the cells denoted for this assignment on the second tab of the file (this is the template that you will use for Assignments 14, 16, and 18)
 - To set quarterly benchmarks, look at your data and determine the pattern of growth that your property experiences. Use the direction in the lecture for this module to help you decide your approach.
 - Upload your completed template to Sakai in the Assignments section via [Module 9: Assignment 18](#)

Module 10: Interpreting Key Metrics (3/17/14-3/23/14)

WATCH

Video 11: “Interpreting Key Metrics”

- How to accommodate for platforms that change
- Insights and analysis
- Actionable recommendations
- Identifying what is most important

TO DO

- **ASSIGNMENT 19: Facebook**
 - Reference your completed template from Assignments 13, 15, and 17 and draw your own conclusions as to what is happening with the data. Do you see anything interesting? Does there appear to be any trends? What do you think of the performance?
 - For each area of analysis below, explain in complete sentences or clear statements what you think is exhibited in that area of the data. If you do not think that there is anything of note in that particular area, don't force it. Instead, evaluate what you *do* see exhibited in the data. Then, provide actionable recommendations to improve. Organize your assignment with the following format:
 - First bullet: Fans
 - Second bullet: Reach
 - Third bullet: Engagement
 - Upload your assignment to Sakai in the Assignments section in [Module 10: Assignment 19](#) and attach your completed template from Assignments 13, 15, and 17.
- **ASSIGNMENT 20: Twitter**
 - Reference your completed template from Assignments 14, 16, and 18 and draw your own conclusions as to what is happening with the data. Do you see anything interesting? Does there appear to be any trends? What do you think of the performance?
 - For each area of analysis below, explain in complete sentences or clear statements what you think is exhibited in that area of the data. If you do not think that there is anything of note in that particular area, don't force it. Instead, evaluate what you *do* see exhibited in the data. Then, provide actionable

recommendations to improve. Organize your assignment with the following format:

- First bullet: Followers
- Second bullet: Reach
- Third bullet: Engagement
- Upload your assignment to Sakai in the Assignments section in Module 10: Assignment 20 and attach your completed template from Assignments 14, 16, and 18.

Module 11: Presenting Your Story (3/24/14-3/30/14)

WATCH

Video 12: “Presenting Your Story”

- Audience profiles and how to present to them
- What makes your story compelling
- Using supporting/analogous data

TO DO

- **ASSIGNMENT 21**
- **Part 1:** Use your completed template from either Facebook OR Twitter (choose ONE social property) from the previous modules to create a PowerPoint presentation to present your story to an audience profile of your choosing (reference Module 2 for audience profiles). Include analogous/supporting data to create recommendations and insights to enhance your story.
- Based on your data and the analysis that you do, you can choose to focus on any area and timeframe for this assignment. Simply be sure that you are presenting an insightful analysis and offering suggestions on what your brand should do to improve. Consider your brand’s goals and objectives when making your suggestions for improvement.
- You should have at least five slides but may have more if you choose.
 - Upload your presentation to Sakai in the Assignments section to Module 21: Assignment 21 via an attachment.
- **Part 2:** Make a 10-15 minute video or audio track of you presenting your analysis. By the end of your presentation, your audience should be convinced that you have a thorough understanding of the data and have done an analysis that aligns with their goals and objectives.
 - Upload your presentation to Sakai in the Assignments section to Module 21: Assignment 21 via an attachment.