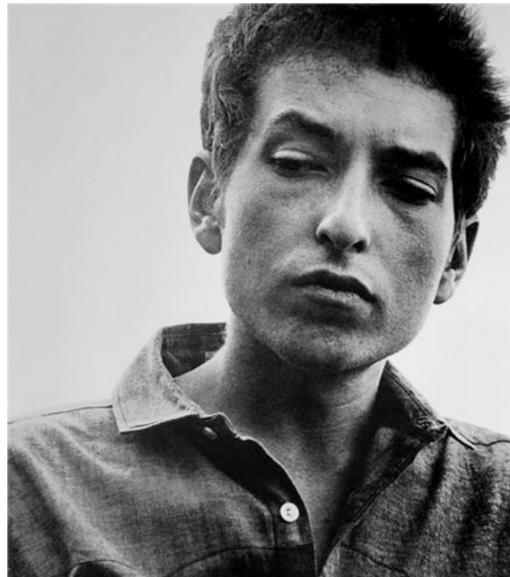
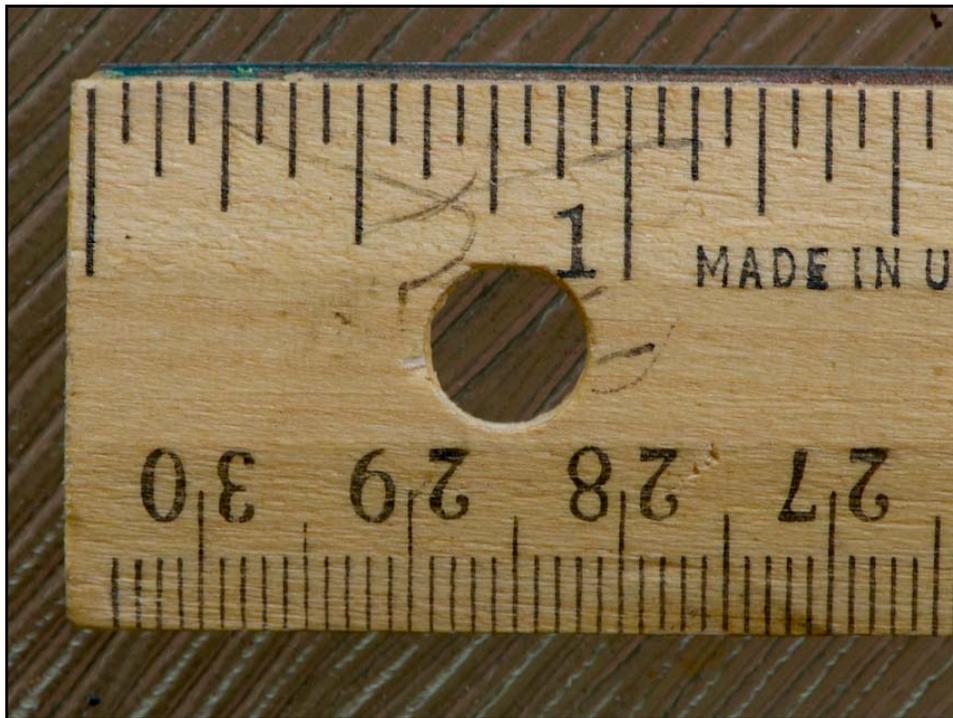


# Framework For Measuring What Matters Most

Alan Webber  
Managing Partner  
Chief Research Officer







7



# 140 MILLION AVG # TWEETS PER DAY FEB 2011

© 2011 Altimeter Group

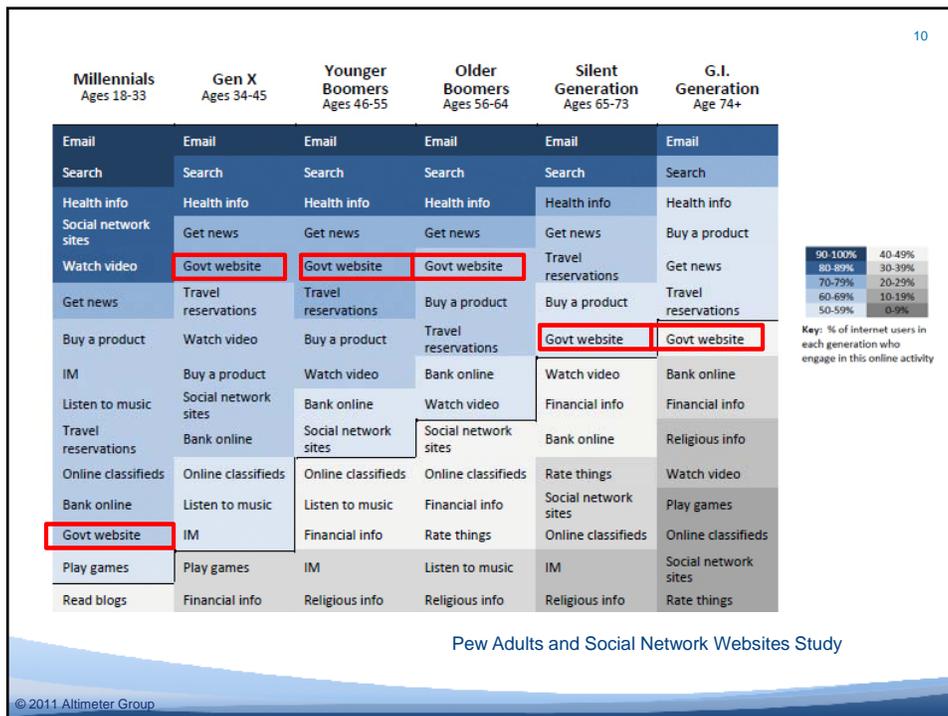
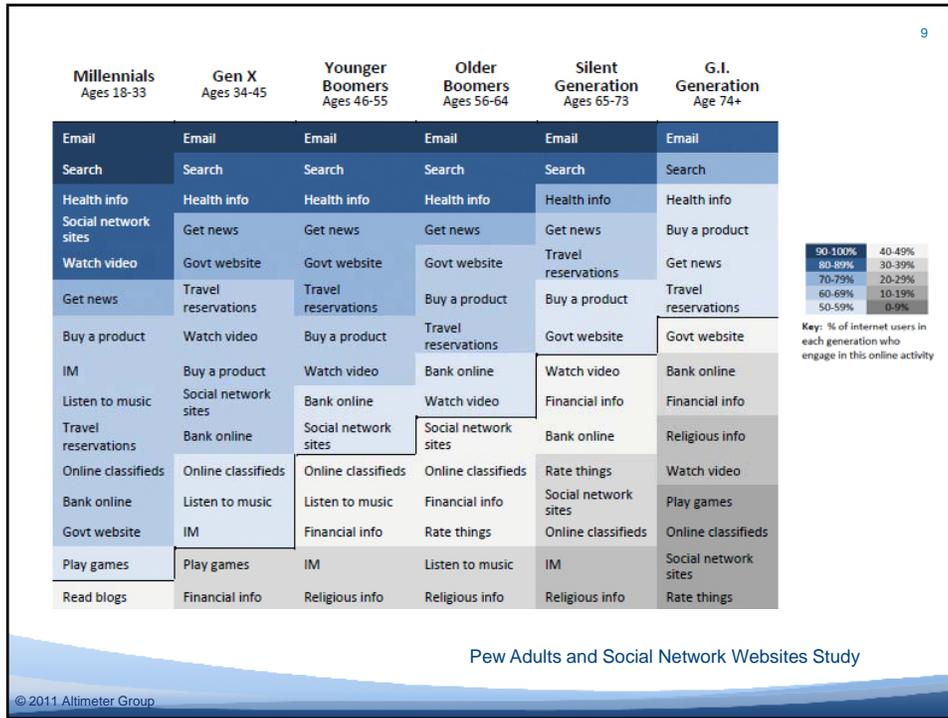
8



### 10 Largest Countries

1. United States	152,189,880
2. Indonesia	35,174,940
3. United Kingdom	29,586,340
4. Turkey	27,012,420
5. Philippines	22,651,600
6. Mexico	22,393,580
7. India	22,057,280
8. France	21,214,240
9. Italy	18,438,760
10. Canada	17,381,700

© 2011 Altimeter Group



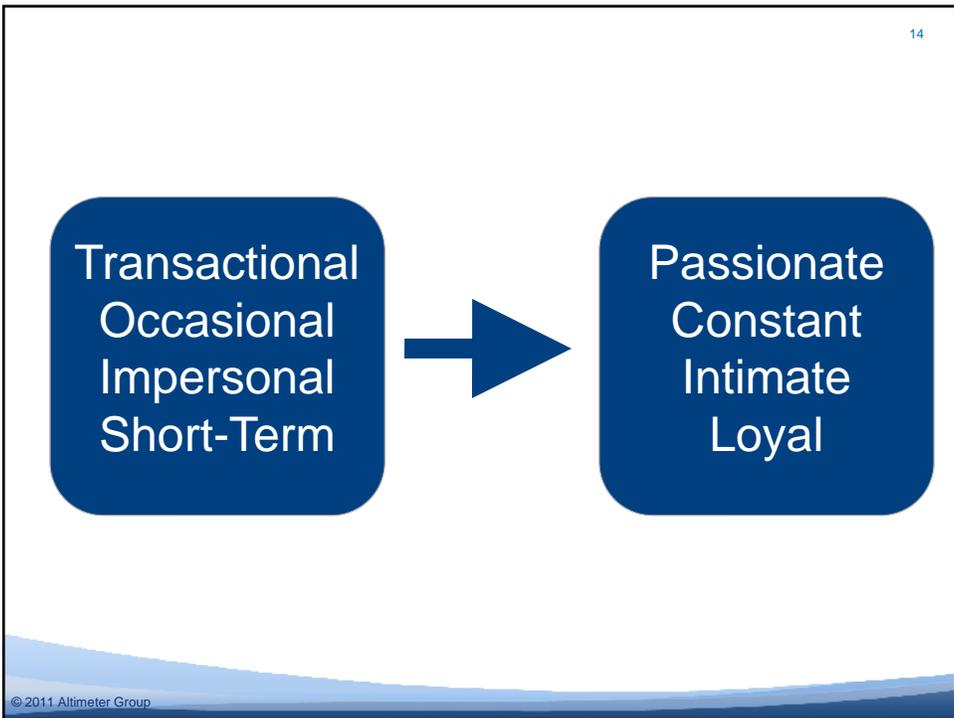
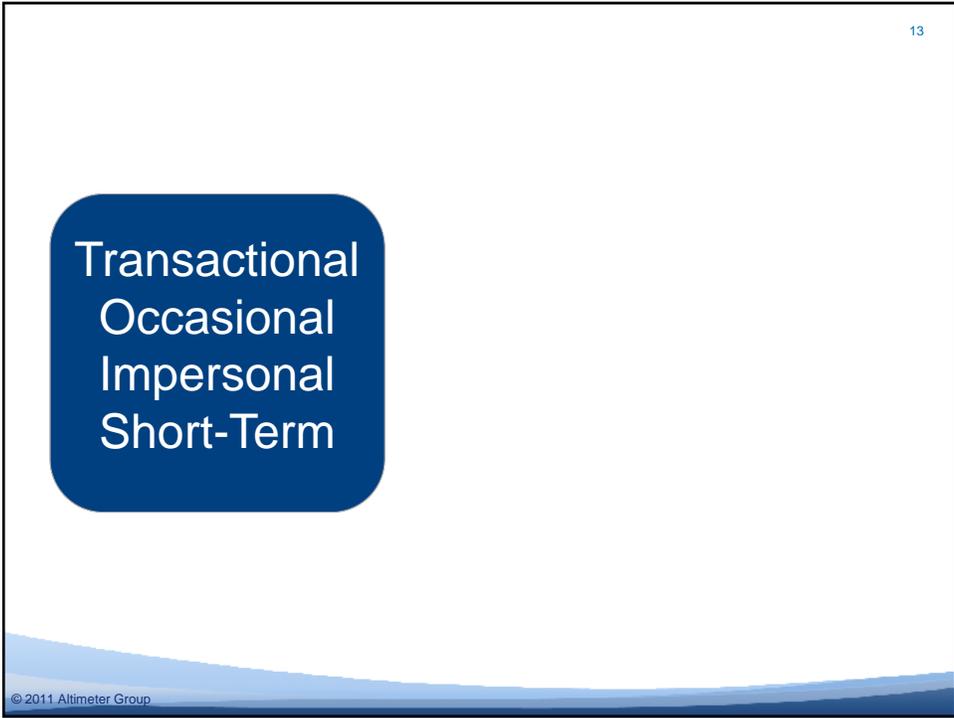


12

# WHY?

© 2011 Altimeter Group

The slide features a large, bold, blue question mark "WHY?" centered on a white background. The text "12" is in the top right corner, and "© 2011 Altimeter Group" is in the bottom left corner. A blue wavy graphic is at the bottom of the slide.





This is a screenshot of the United States Marine Corps' Facebook page. At the top, the Facebook navigation bar is visible with the "facebook" logo and search bar. The page header identifies the organization as "United States Marine Corps" and "Government Organization". On the left, there is a cover photo with the text "MARINES FOR THE PEOPLE" and "WE DON'T MAKE COMPROMISES. WE MAKE MARINES." Below this is a sidebar with navigation options like "Info", "Photos (3,754)", "Videos", "Discussions", "Events", and "Links". The main content area shows a post by "Jimmy Caribga" from 7 months ago, which reads: "My brother is out there somewhere in Japan, hope him and all the fellow marines are safe." Below the post are interaction options like "Like" and "Comment". To the right, there is a "Friends' Photo Albums" section with several album thumbnails.



Facebook – 1,214,937 Friends

Twitter – 31,946 followers

YouTube – 5,641 subscribers



**ARE THEY  
SUCCESSFUL?**



22

**ARE THEY  
SUCCESSFUL?**

© 2011 Altimeter Group

The slide features the question 'ARE THEY SUCCESSFUL?' in a large, bold, blue font, centered on the page. The text has a slight reflection effect below it. The background is white with a blue gradient at the bottom.



24

Citizen engagement is building a **sustained relationship** between a citizen and government

© 2011 Altimeter Group

25

**OUTCOME → CONTENT**

© 2011 Altimeter Group

A slide with a white background and a blue gradient footer. The text "OUTCOME → CONTENT" is centered in a large, bold, blue font. The text has a subtle reflection effect below it. In the top right corner, the number "25" is displayed. In the bottom left corner, the copyright notice "© 2011 Altimeter Group" is present.

26

**OUTCOME → CONTENT**

**CONTENT → CHANNEL**

© 2011 Altimeter Group

A slide with a white background and a blue gradient footer. It contains two lines of text in a large, bold, blue font. The first line is "OUTCOME → CONTENT" and the second line is "CONTENT → CHANNEL". Both lines have a subtle reflection effect below them. In the top right corner, the number "26" is displayed. In the bottom left corner, the copyright notice "© 2011 Altimeter Group" is present.

27

# OUTCOME → MEASURE

© 2011 Altimeter Group

28

```
graph TD; Mission[Mission] --> Objectives[Gov 2.0 Objectives]; Objectives --> KPIs[Key Performance Indicators]; KPIs --> Strategies[Strategies]; Strategies --> Tactics[Tactics];
```

Mission

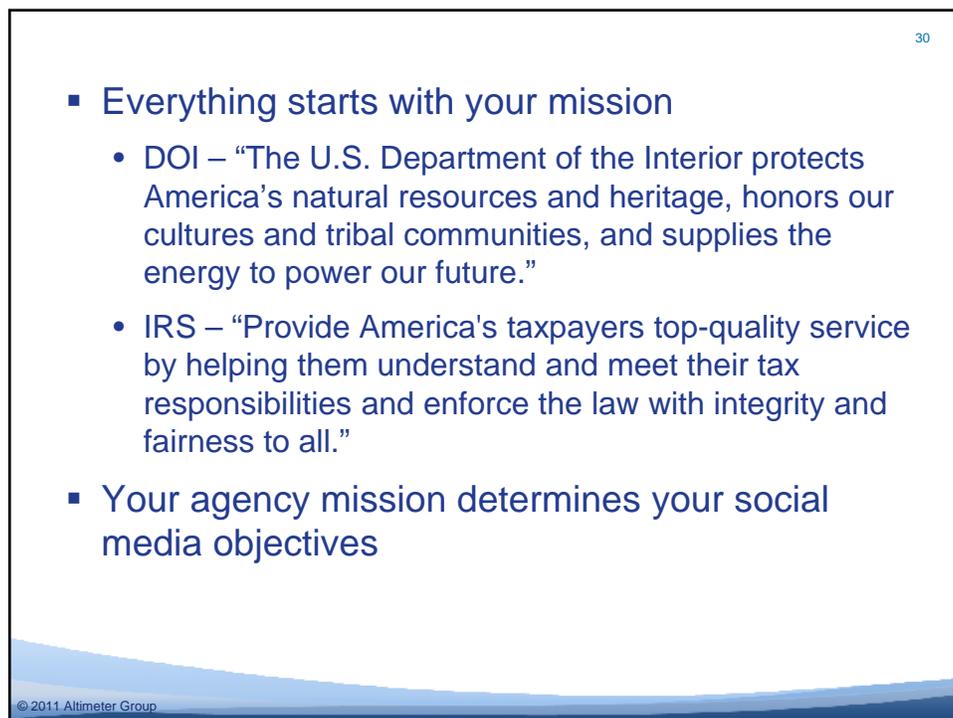
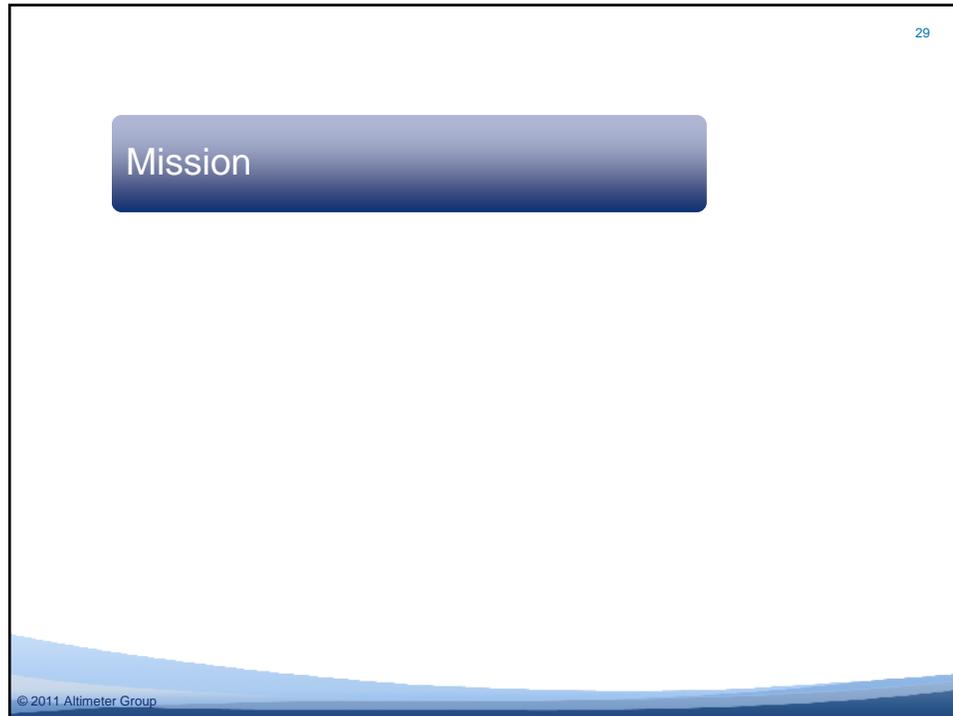
Gov 2.0 Objectives

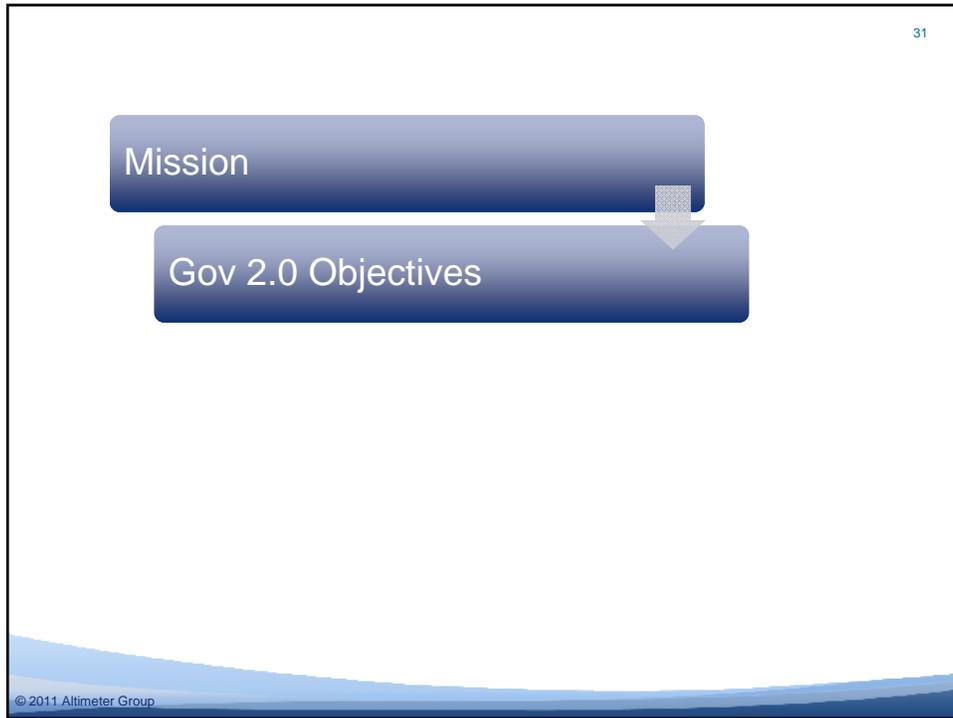
Key Performance Indicators

Strategies

Tactics

© 2011 Altimeter Group





- 32
- How can social media help you accomplish your agency mission?
    - Foster dialogue with and among citizens and constituents
    - Promote advocacy of programs and efforts
    - Encourage feedback and innovation
    - Assist support in fulfillment of citizen needs
- © 2011 Altimeter Group
- The slide contains a bulleted list within a black-bordered frame. The main bullet point is 'How can social media help you accomplish your agency mission?' followed by four sub-bullets: 'Foster dialogue with and among citizens and constituents', 'Promote advocacy of programs and efforts', 'Encourage feedback and innovation', and 'Assist support in fulfillment of citizen needs'. A blue gradient bar is at the bottom of the frame, and the copyright notice '© 2011 Altimeter Group' is in the bottom left corner.



35

- Social Media KPI's let you know your level of success in meeting your objectives
- Too often strategies and tactics are placed ahead of indicators of success
- Good KPI's
  - Set expectations
  - Provide context
  - Prod action

© 2011 Altimeter Group

**Number of Visits**                      **Net Promoter**  
**Number of Re-Tweets**              **Site Visits**  
**Customer Satisfaction**  
**Pages Viewed**                              **Number of Views**  
**Trackbacks**   **Time On Site**  
**Number of Logins**                      **Number of Comments**  
**Number Of Questions**              **Number of Friends**  
**Answered**                                      **Navigation Paths**  
**Speed of Issue Resolution**  
**Number of Followers**  
**Successful Task Completion**

© 2011 Altimeter Group



- Once you know how you will measure success, you can determine specific strategies
  - Types and targets of campaigns
  - Channels to use
  - Content to be developed and employed
  - Testing strategies
- Strategies determine tactics
- Planning for what is going to happen against available resources

## AN EXAMPLE



43

Mission

Protect the environment

© 2011 Altimeter Group

44

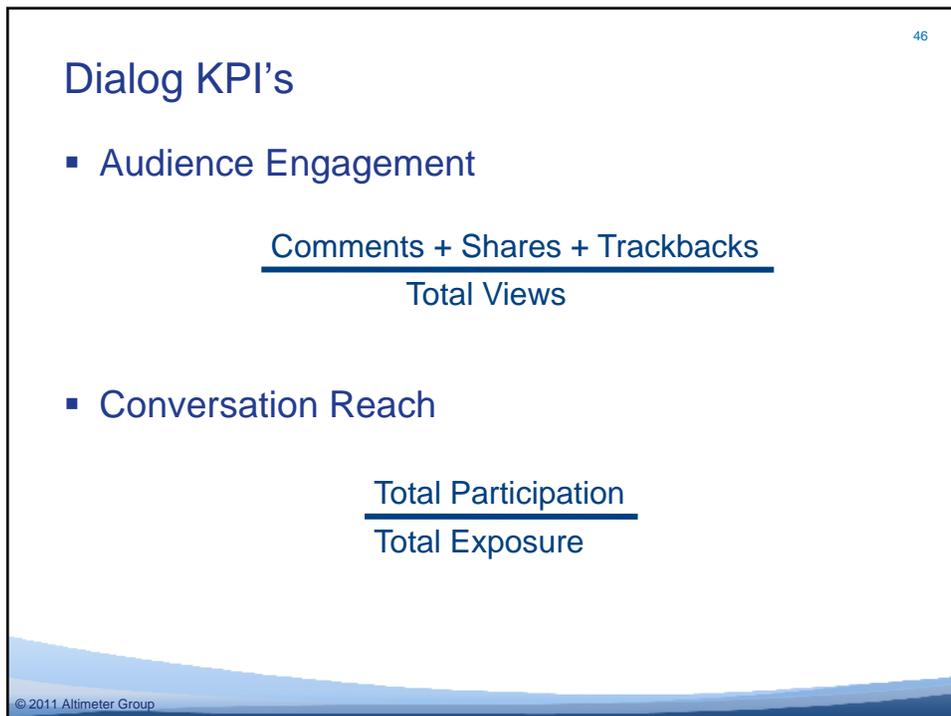
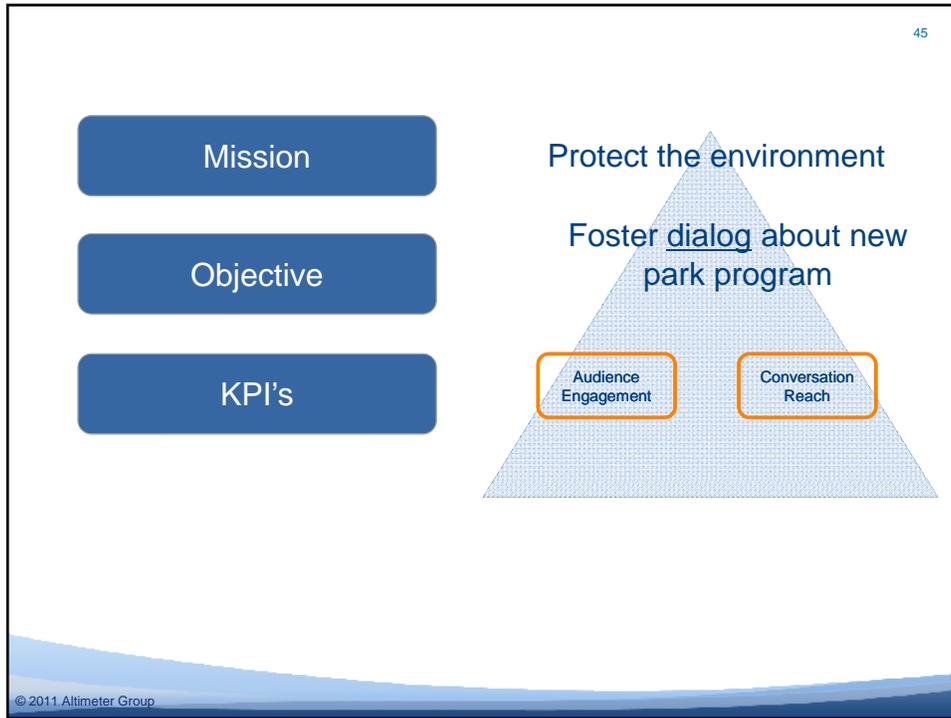
Mission

Objective

Protect the environment

Foster dialog about new park program

© 2011 Altimeter Group



## Promoting Advocacy

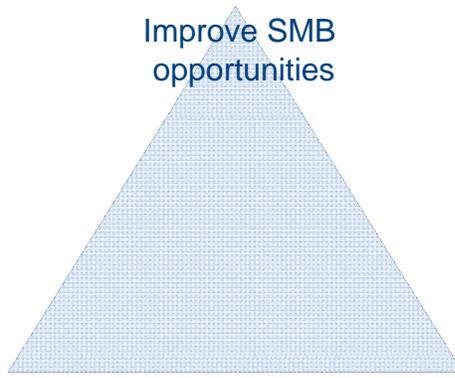


© 2011 Altimeter Group

48

Mission

Improve SMB opportunities



© 2011 Altimeter Group

49

Mission

Objective

Improve SMB opportunities  
Advocate need for more SMB's to apply



© 2011 Altimeter Group

50

Mission

Objective

KPI's

Improve SMB opportunities  
Advocate need for more SMB's to apply

Active Advocates

Advocate Influence



© 2011 Altimeter Group

## Advocacy KPI's

51

- Active Advocates

$$\frac{\text{\# of Active Advocates}}{\text{Total Advocates}}$$

- Advocate Influence

$$\frac{\text{Unique Advocates Influence}}{\text{Total Advocate Influence}}$$

© 2011 Altimeter Group

## Gathering Feedback

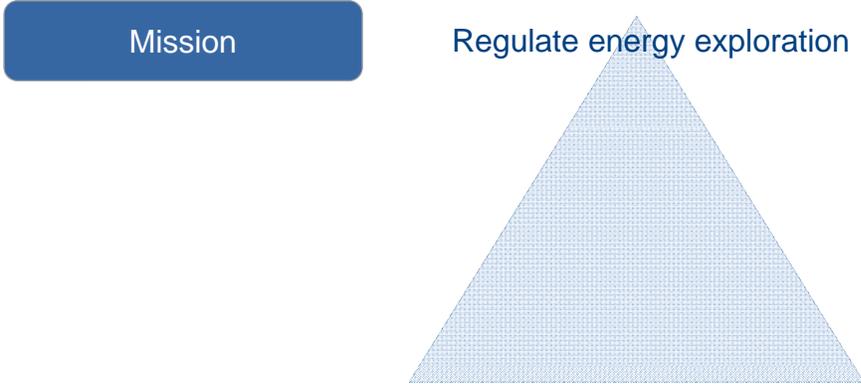


© 2011 Altimeter Group

53

Mission

Regulate energy exploration



© 2011 Altimeter Group

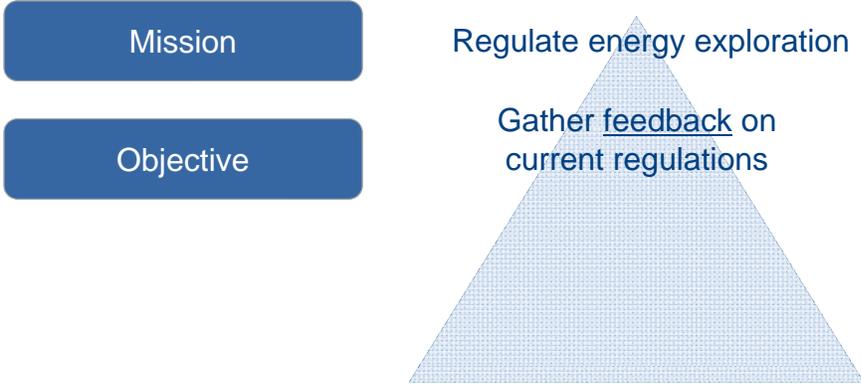
54

Mission

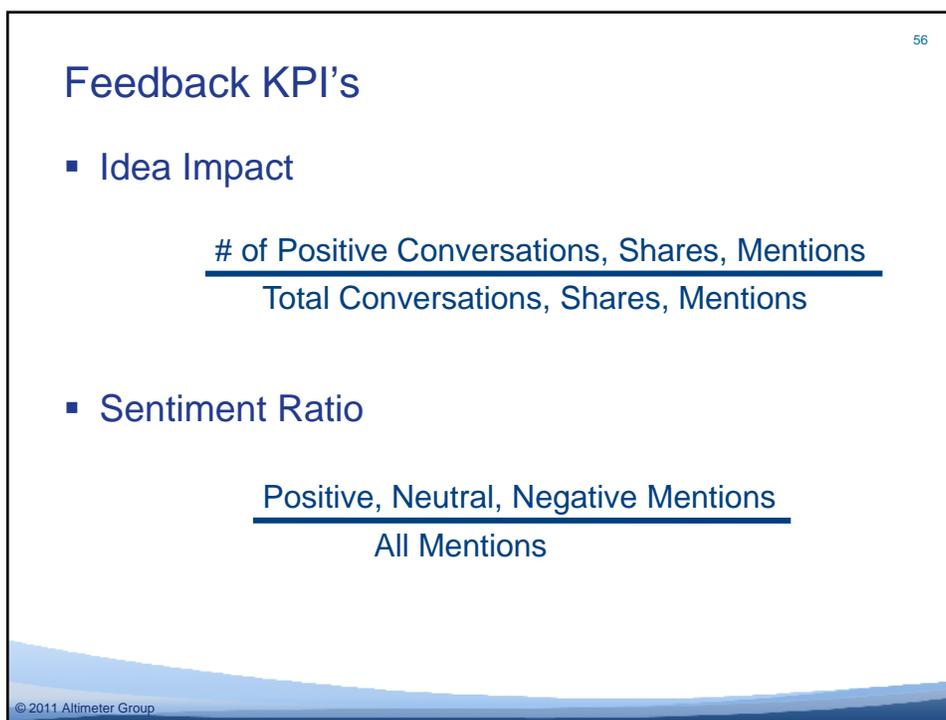
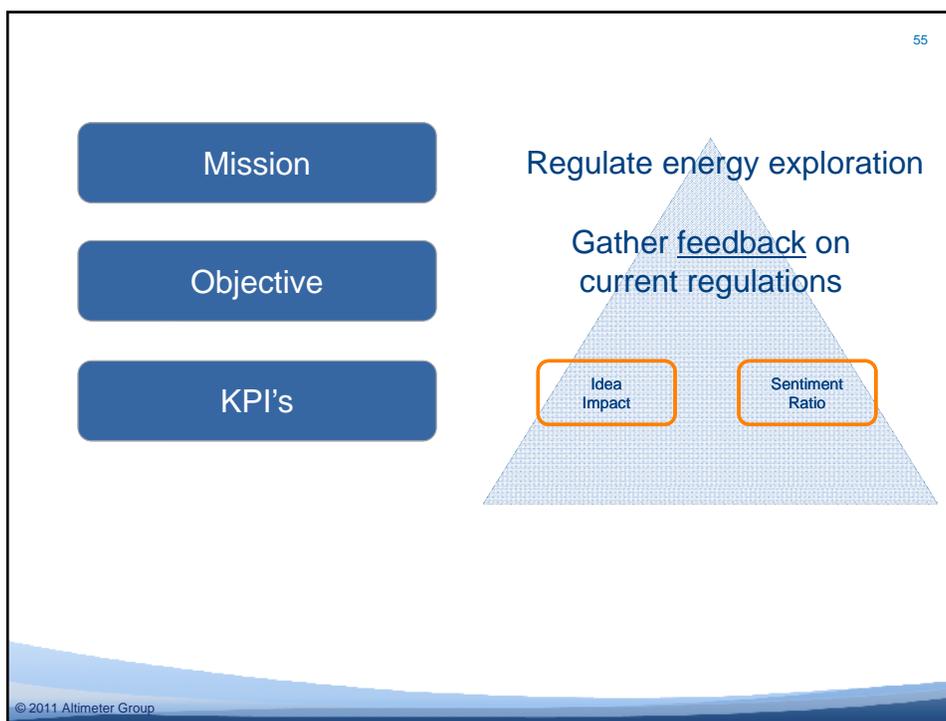
Objective

Regulate energy exploration

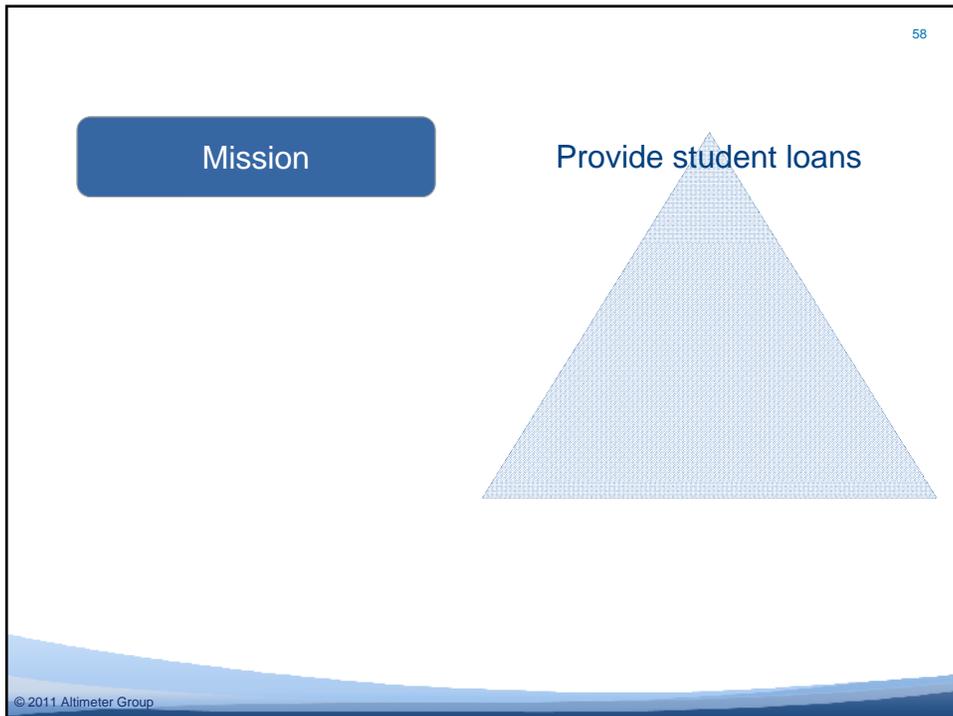
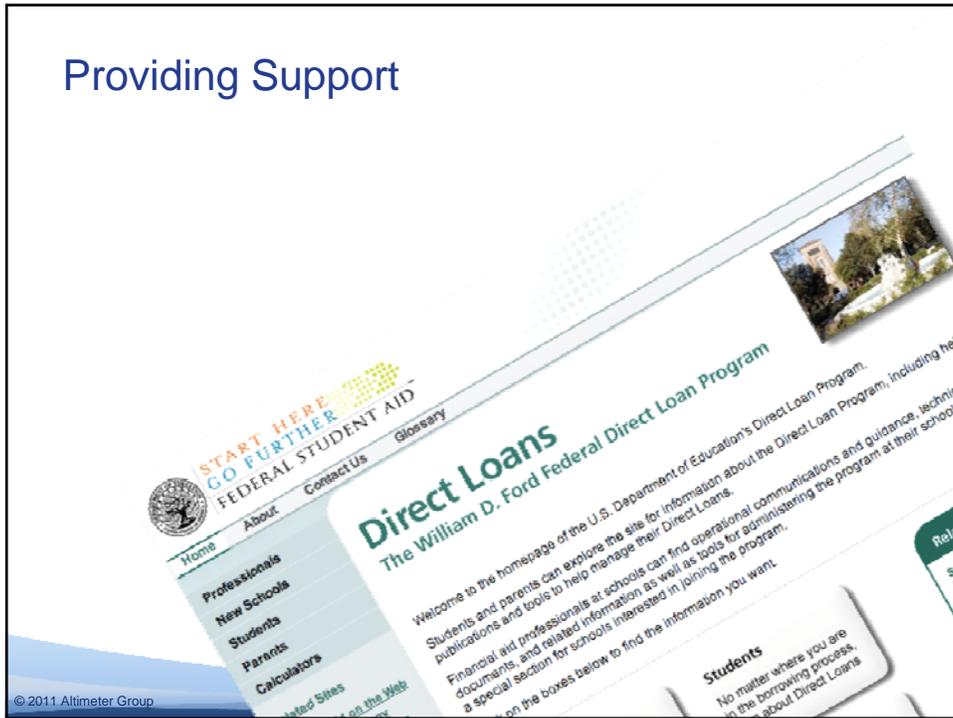
Gather feedback on current regulations

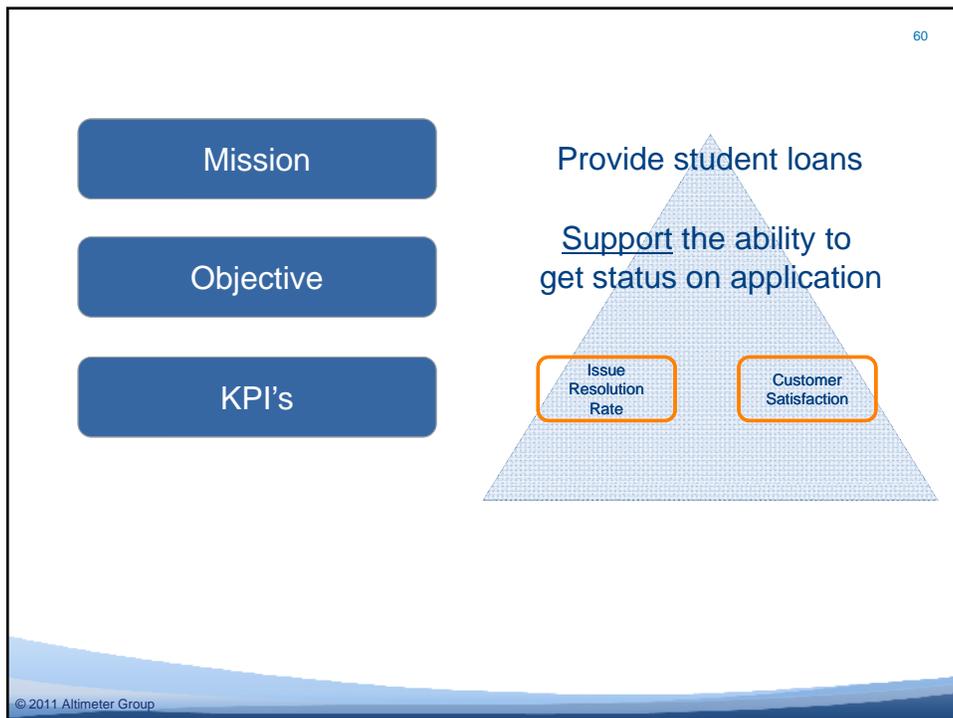
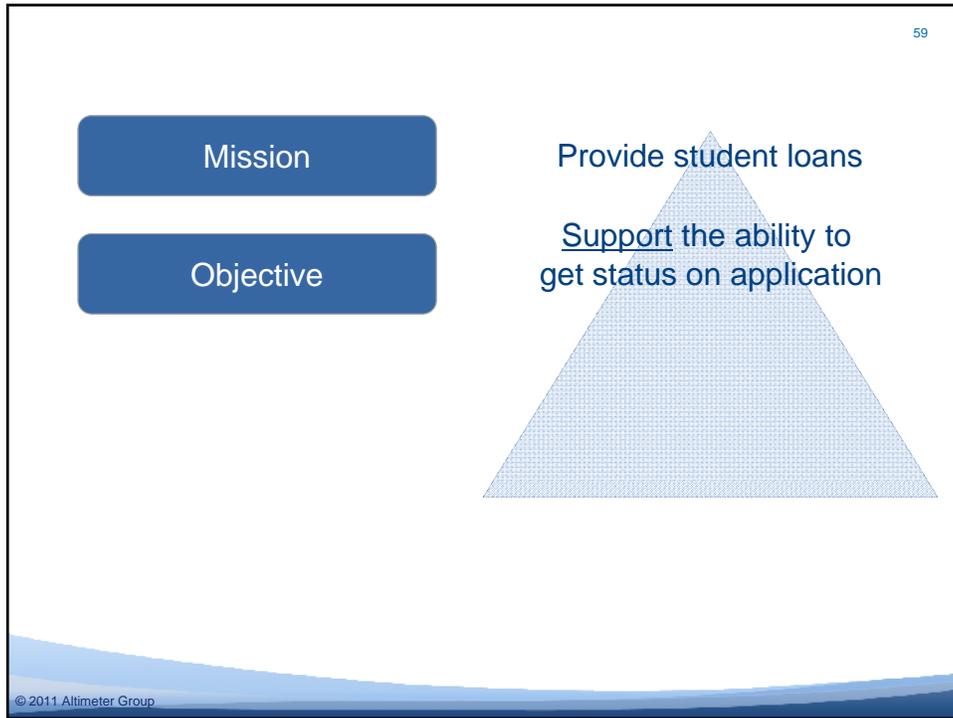


© 2011 Altimeter Group



## Providing Support





## Support KPI's

61

- Issue Resolution Rate

$$\frac{\text{Total \# of Issues Resolved Satisfactorily}}{\text{Total \# of Service Issues}}$$

- Customer Satisfaction

$$\frac{\text{Customer Feedback (input A, B, C...)}}{\text{All Customer Feedback}}$$

© 2011 Altimeter Group

## The Bottom Line

© 2011 Altimeter Group

**Focus on relationships, not technologies**

Focus on relationships, not technologies

**Dialog, Advocate, Feedback, and Support**

65

Focus on relationships, not technologies

Dialog, Advocate, Feedback, and Support

**Remember Mission > Objectives > KPI's**

© 2011 Altimeter Group

66

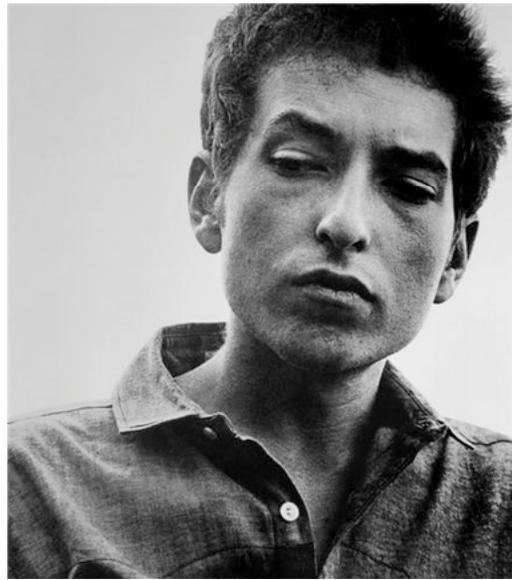
Focus on relationships, not technologies

Dialog, Advocate, Feedback, and Support

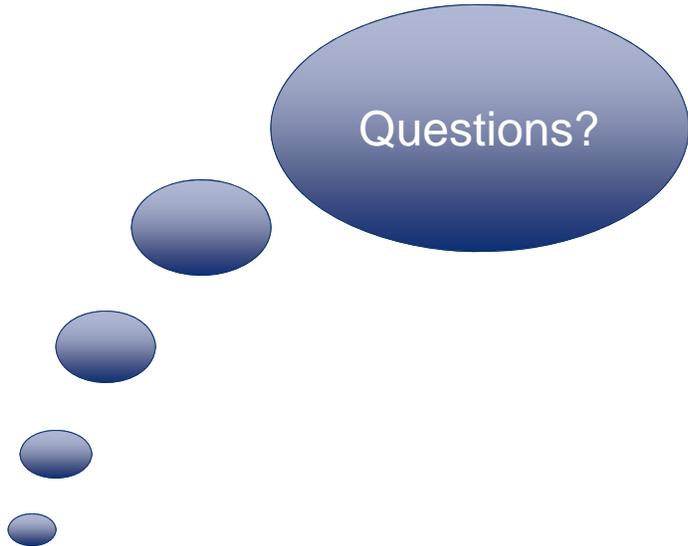
Remember Mission > Objectives > KPI's

**Select channels based upon objectives**

© 2011 Altimeter Group



© 2011 Altimeter Group



Questions?

© 2011 Altimeter Group

69



## THANK YOU



**Alan Webber**

alan@altimetergroup.com

RoninResearch.org

Twitter: AlanWebber

70



## ABOUT US

Altimeter Group is a research-based advisory firm that helps companies and industries leverage disruption to their advantage.

Visit us at <http://www.altimetergroup.com> or contact info@altimetergroup.com.