




























Social Media Metrics on Strategy Scorecard

Stakeholders' Interest







	Achieve valuable business results
78.5 % 	102.14 % 
83.38 % 	Engaging content
73.61 % 	Personal brand interaction
143 	# of qualified interactions
0 	% of social leads converted to s...
0 \$ 	Revenue generated by social le...











Customer







	Personal brand interaction
60.76 % 	73.61 % 
40.6 % 	Communicate with social medi...
85 	Public comments
320 	Private questions
14 	Average comments per post
0 	Brand mentions
0 	People tagged

	Engaging content
91 % 	83.38 % 
100 % 	Post engaging content
82 % 	Access wider auditory via paid...
0 	Average shares per article
18K 	Impressions, Profile visits
4.5K 	Likes, Followers, Subscribers
850 	Direct traffic
430 	Indirect traffic






Internal




	Communicate with social media users
80 % 	40.6 % 
1.2 hours 	Response time
80 % 	Complain resolve rate
80 	Train Team to Interact on So...





	Post engaging content
43.19 % 	100 % 
95 	Formal readability index
70 	Content quality index
0 	Learn social media tactics th...
0 	Understand customer profile
4 # 	Posts per time period
4.2 minutes 	Time on site
0 	Adjusted bounce rate

	Access wider auditory via paid ads
80 % 	82 % 
3.2 \$ 	Cost per lead
420 \$ 	LTV (customer lifetime value)
8K 	Social media budget

Learning & Growth

	Traing Team to Interact on Social Media
80 	
80 % 	Training coverage
	Deal with negative comments
	Define the idea of meaningful brand iter...

	Learn social media tactics that work for us
	Understand what social media platforms...
	Find the best time to post

	Understand customer profile
	Find the topics of interest
	Test format that works the best
	Profile followers by age, gender, geogra...

Strategy map legend

Strategic theme: Default

Leading indicator

Lagging indicator

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