Sociagility

The Transatlantic University Divide

How the UK lags the USA in social media effectiveness

March 2012

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Introduction

The UK higher education sector is still in the early stages of its biggest transformation since the Further and Higher Education Act of 1992 abolished the 'binary divide' between polytechnics and universities. Changes in funding, most notably the switch to student fee-paying, means even the most venerable institutions are having to compete more aggressively for sources of revenue, while quotas limit expansion in student numbers.

This competition is especially evident in the race to attract the very best national 'AAB' students, who remain excluded from the Government quotas – and for international students, especially from the emerging economies. For some universities these students provide one of the few ways to generate the revenue necessary to balance the books.

But how should universities market themselves to these potential students? Websites and prospectuses, emails and open days have long become the staple techniques. Now there is a new area of focus which is changing the landscape for *all* brand communications – social media such as Twitter, Facebook and YouTube. In response, most universities are now experimenting with these platforms and others.

Does this actually matter in the fight for reputation, recruitment and revenue? If so, can UK universities learn any lessons from their US counterparts, who have long experience of a mature student fee-based model, who have been early adopters of all online marketing techniques, including social media – and who are focal competitors for international students?

Sociagility used its PRINT™ social media performance measurement system to compare 50 leading UK and US universities, in order to compare the relative effectiveness of institutions in the two markets and see what, if any, lessons could be learned from the leaders.

Summary and key findings

In the battle for the best students, especially international students, social media and platforms are crucial. Research from the Office for National Statistics shows that the 16–24 year-old cohort, the so-called 'Generation Z', is the most connected age group in history and that social networking (e.g. using Facebook or Twitter) is their number one pre-occupation online. So it is essential that universities project their brands on these platforms.

This fact seems to be well recognised in principle on both sides of the Atlantic but in practice top US universities seem to be much better at actually engaging than top UK ones.

Our study looked at the performance of leading UK and US universities in the *2011–2012 Times Higher Education World University Rankings* and compared them with scores based on our proprietary PRINT™ measurement system. This measures social media performance across five 'social attributes and on multiple platforms.

We found an almost exact correlation between PRINT™ scores and the *World University Rankings* scores. This should be good

The PRINT™ system offers an actionable framework within which to measure the impact of investment in social media strategies and make informed decisions.

news for all those working inside universities who are trying to show their colleagues why social media matters.

But there is bad news for the UK's top universities. Comparing the PRINT™ scores of the top 25 UK and top 25 US universities, we found that the US institutions outperformed their UK counterparts by 77%. Only two UK universities – Oxford and Sheffield – made it into the top ten, in 7th and 8th place, respectively. Harvard – the 'home' of Facebook – topped the table overall.

The scores for the different social attributes which make up PRINT™ also showed the US institutions winning out on all area except Receptiveness. Here the UK scores best… but this is the one attribute that shows no correlation to *World University Rankings*.

Study objectives and methodology

Our study, the first of its kind ever undertaken in the UK, had three objectives:

- carry out a direct comparison of the social media performance of the 50 leading US and UK universities;
- compare the group performance of UK universities against their US counterparts; and
- explore the connection, if any, between social media performance and ranking results.

The analysis was carried out on the primary websites and social media profiles of the top 25 UK and top 25 US universities – as judged by the *2011–2012 Times Higher Education World University Rankings* – in March 2012, using Sociagility's PRINT™ methodology.

What is PRINT™?

PRINT is a new measure of performance which is emerging as a potential KPI for marketers and social media strategists. It allows a brand's social media performance to be directly compared to focal competitors and expressed in the form of a comparative score, the PRINT Index™.

> *PRINT™ key performance indicators are important for CMOs, financial and marketing executives, social strategists, community managers and others who need meaningful multi-platform data and insight.*

The PRINT Index™ is a single number which shows the overall social media profile and performance for each brand in this analysis.

It is calculated based on a brand's performance across multiple channels, including Twitter, Facebook, YouTube and the web. For each channel, five attributes are analysed: *Popularity*; *Receptiveness*; *Interaction*; *Network reach* and *Trust.*

In addition to the overall PRINT Index comparative performance scores, individual channel and attribute scores were also calculated for each university using the PRINT™ algorithm, as well as average scores for each country.

Finding the audience – do social media matter?

If being competitive in student recruitment matters then what matters to 16–24 year- olds is also very important. Online engagement is second nature to this group and social networking is the number one activity.

Clearly all the traditional methods of marketing to this group are still important but social media can provide an opportunity to create a competitive edge:

- to allow prospective students to engage on a more personal and informal basis;
- to see what the campus experience is really like;
- to interrogate current and past students about teaching, accommodation, lifestyle and job prospects.

And for international students with less opportunity to visit, the online recruitment experience is crucial and social media increasingly important.
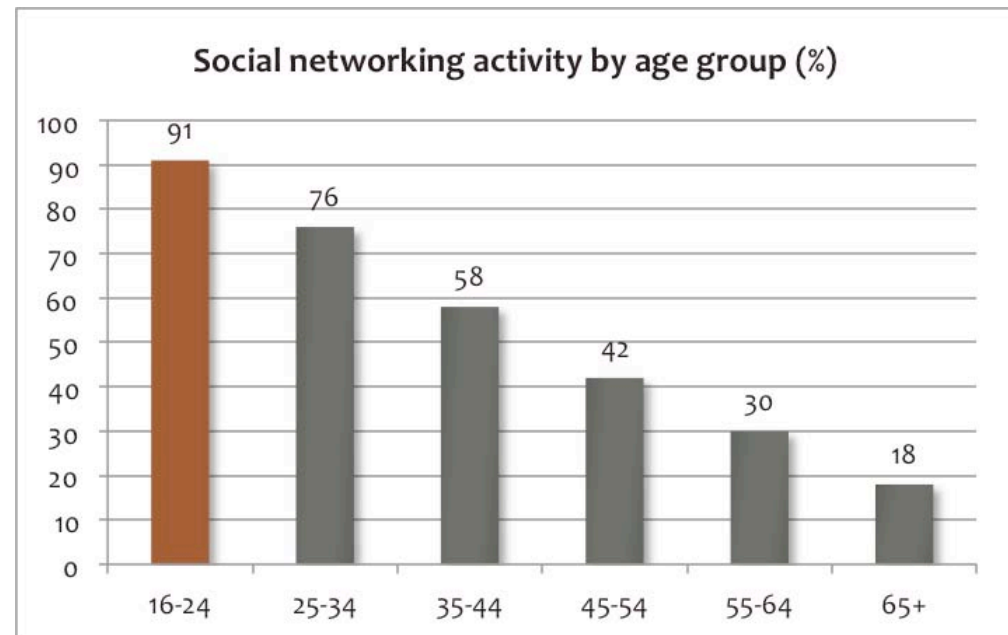
Social networking activity in the UK by age group (ONS, 2011)

PRINT™ correlates with world ranking success

The PRINT™ scores show remarkably close correlation with the 2011–2012 *Times Higher Education World University Ranking* scores, both overall and the reputation index, demonstrating that these are not chance effects.

- The overall *World University Rankings* scores show a significant correlation with PRINT Index™ scores with a 99.9 per cent degree of confidence.
- Of the attribute scores, *Popularity, Network reach* and *Trust* correlations are also all at the 99.9 per cent level and *Interaction* at a 99 per cent level. Only *Receptiveness* does not fit the pattern, correlating negatively (although not significantly enough to warrant further investigation).
- Of the channels, only Twitter shows no significant correlation.
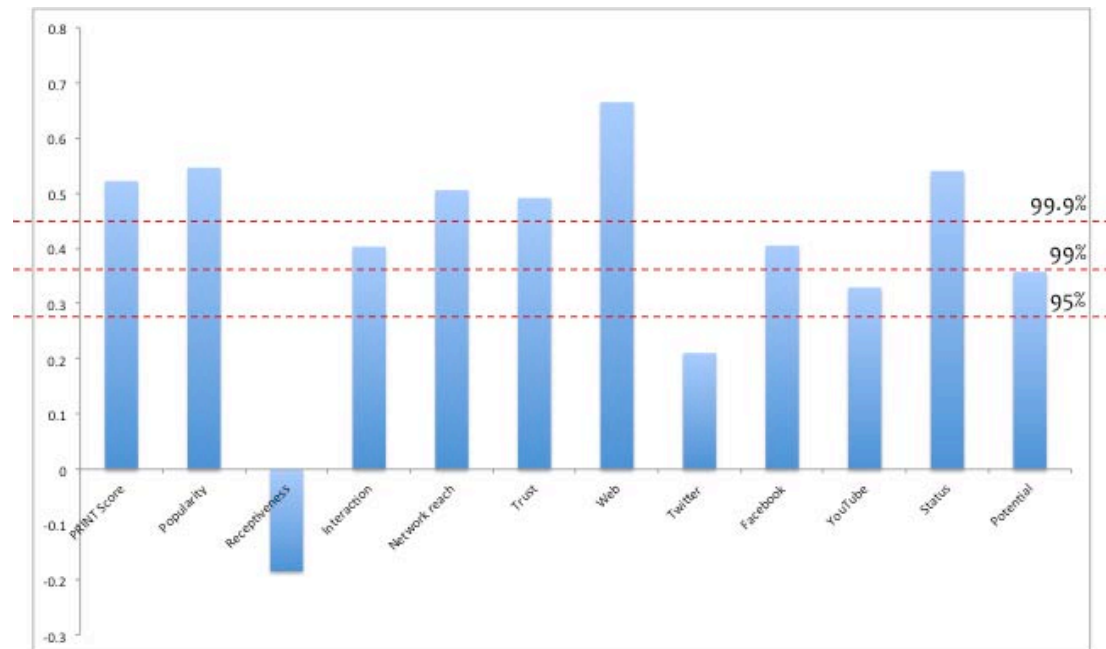
Correlation coefficients between *World University Rankings* scores and individual PRINT™ scores

The Sociagility Transatlantic University Rankings

Taking the leading 25 UK and 25 US universities, we ranked them all based on their PRINT Index™, comparing the social media performance of each institution to the whole group average. US universities did much better. With an average score of 100, UK universities as a group scored 72 and US universities scored 127.

The Top 10

The overall picture of US social media superiority is even more pronounced amongst the top ten.

Only two UK institutions – University of Oxford and University of Sheffield – made it into this group, otherwise dominated by well-known names from the US. Another measure of the dominance of the leading US group is that the top five all scored double or more than the joint group average, while the overall leader, Harvard, had a PRINT Index™ of *four times* the average.

It must be acknowledged that many of the US institutions dominating the rankings are very large and very well funded compared to their UK counterparts, and that sheer size and volume of activity may boost some individual attribute scores, like *Popularity* and *Network reach*. Success breeds success.

However, as University of Sheffield demonstrates it *is* possible to over-perform. And while this may have no impact on ranking short-term, it may have disproportionate impact on recruitment.

Rank	University	Country	PRINT Index
1	Harvard University	USA	401
2	University of Pennsylvania	USA	247
3	Massachusetts Institute of Technology	USA	215
4	University of Michigan	USA	210
5	Stanford University	USA	198
6	University of California, Berkeley	USA	173
7	University of Oxford	UK	158
8	University of Sheffield	UK	153
9	University of Wisconsin-Madison	USA	145
10	University of Texas at Austin	USA	143
	Overall average		100

The full top 50 appears on the next page.

The Top 50

Rank	University	PRINT Index		Rank	University	PRINT Index
1	Harvard University	401		26	Northwestern University	75
2	University of Pennsylvania	247		27	Princeton University	74
3	Massachusetts Institute of Technology	215		28	Durham University	71
4	University of Michigan	210		29	Birkbeck, University of London	69
5	Stanford University	198		30	Imperial College London	65
6	University of California, Berkeley	173			University of East Anglia	65
7	University of Oxford	158			London School of Economics	65
8	University of Sheffield	153		33	University of Chicago	63
9	University of Wisconsin-Madison	145		34	California Institute of Technology	61
10	University of Texas at Austin	143		35	University of Southampton	60
11	University of California, Los Angeles	141		36	University of York	59
12	Carnegie Mellon University	125		37	Queen Mary, University of London	58
	Yale University	125		38	University of Manchester	57
	University of Cambridge	125			University of California, Davis	57
15	Duke University	112		40	King's College London	56
16	University of Washington	104			University of Glasgow	56
17	Lancaster University	98			University of Sussex	56
18	University of Illinois at Urbana Champaign	95		43	University of Birmingham	48
19	University College London	94		44	Georgia Institute of Technology	47
20	University of Nottingham	92		45	University of St Andrews	46
21	University of Edinburgh	90			Newcastle University	46
22	Columbia University	81		47	University of California, Santa Barbara	45
	Johns Hopkins University	81		48	University of Bristol	37
24	Cornell University	80		49	University of Leeds	33
25	University of California, San Diego	76		50	Royal Holloway, University of London	32

Comparing UK and US university performance

The tables opposite show the average attribute and channel scores for UK and US institutions.

Unsurprisingly, US universities score much better than UK on the *Network reach* attribute – four times as well. This may in part reflect larger student and faculty size or marketing spend.

US institutions score much better than UK on all attributes other than *Receptiveness*. At first sight this might seem a UK triumph. However, it is the only attribute that shows a *negative* correlation (albeit not a significant one) with the *2011–2012 Times Higher Education World University Rankings* scores. This might look odd but, while active listening may be an attribute for recruitment, the *Times Higher's* scoring system is a portfolio measure and not solely focussed on recruitment.

Whatever the reason, the fact is that US universities win out on all attributes that matter to the *World University Rankings* and this is itself a factor in student and mentor selection.

The channel comparison clearly shows up the differences between UK and US performance which are driving the attribute scores. US average channel scores are all much higher. The

differences are greatest for Facebook and YouTube. The difference is least for Twitter, but this channel shows the least statistical correlation to *World University Rankings* scores.

UK vs US averages

	US average	UK average
PRINT™ Index	127	72

Attribute performance

	US average	UK average
Popularity	130	69
Receptiveness	93	104
Interaction	121	78
Network reach	161	39
Trust	130	68

Channel performance

	US average	UK average
Website	118	82
Twitter	120	80
Facebook	141	59
YouTube	136	64

The Sociagility UK University Rankings

The table opposite shows the PRINT Index™ social media scores and rankings for the top 25 UK universities, selected based on their *2011–2012 Times Higher Education World University Rankings* position. We have not consulted with any of the universities or enquired about their social media strategies, levels of investment or in-house or agency resources. It is evident from the data however that such differences definitely exist. One or two universities are already world-class in terms of PRINT™ performance – but most fall well below the US/UK average.

The PRINT Index™ scores of the 25 UK universities analysed broadly follows their overall *World University Rankings* scores and this underlines the correlation between PRINT™ scores generally and each university's success in this regard. Few will be surprised to see the University of Oxford leading the table, given its long heritage and international status. More obviously praiseworthy are the University of Sheffield (2nd), Lancaster University (4th) and the University of Nottingham (6th), all of which are clearly using social media in order to punch well above their weight. Only the top 7 universities in our ranking perform above the UK average PRINT Index™ of 72 points. Only two, Oxford and Sheffield, beat the US average of 127 points.

Rank	University	PRINT Index	THE Ranking
1	University of Oxford	158	4
2	University of Sheffield	153	101
3	University of Cambridge	125	6
4	Lancaster University	98	131
5	University College London	94	17
6	University of Nottingham	92	140
7	University of Edinburgh	90	36
8	Durham University	71	83
9	Birkbeck, UoL	69	149
10	Imperial College London	65	8
	University of East Anglia	65	145
	London School of Economics	65	47
13	University of Southampton	60	127
14	University of York	59	121
15	Queen Mary, UoL	58	127
16	University of Manchester	57	48
17	King's College London	56	56
	University of Glasgow	56	102
	University of Sussex	56	99
20	University of Birmingham	48	148
21	University of St Andrews	46	85
	Newcastle University	46	146
23	University of Bristol	37	66
24	University of Leeds	33	133
25	Royal Holloway, UoL	32	107

Attribute performance

The charts on the next pages rank the UK universities analysed based on their separate attribute scores, which together make up the overall PRINT Index™ scores. These attributes are described below.

Popularity – measures the extent to which each brand is attracting attention (includes site traffic, followers, references, fans, views and engagement *with* the brand).

Receptiveness – measures the extent to which each brand is seen to be listening to comments or conversations (includes linking, following and referencing *by* the brand).

Interaction – measures the extent to which each brand is interacting with its communities (includes sharing, activity, responses and engagement by the brand).

Network reach – measures the extent to which each brand is building its social network (includes actual and potential reach, engaged audience size and network popularity).

Trust – measures the extent to which each brand is trusted by those within its network (includes site trust, influence, authority, positive endorsement and ratings).

Popularity

Rank	University	Popularity
1	University of Cambridge	162
2	University of Oxford	147
3	University of Sheffield	125
4	University College London	84
5	University of East Anglia	73
6	University of Nottingham	72
	University of St Andrews	72
8	University of Glasgow	68
9	London School of Economics	63
	University of Edinburgh	63
11	Newcastle University	62
	Imperial College London	62
13	King's College London	61
14	Queen Mary, UoL	59
15	University of Birmingham	57
	University of York	57
17	Durham University	56
18	University of Sussex	53
	University of Southampton	53
	University of Bristol	53
21	Lancaster University	52
22	University of Manchester	45
23	University of Leeds	43
24	Birkbeck, UoL	39
25	Royal Holloway, UoL	36

Receptiveness

Rank	University	Receptiveness
1	University of Sheffield	378
2	University of Nottingham	226
3	Birkbeck, UoL	214
4	University of Edinburgh	201
5	Durham University	160
6	University of Southampton	140
7	Lancaster University	104
8	University College London	99
9	Imperial College London	98
10	University of East Anglia	90
11	Queen Mary, UoL	83
12	King's College London	80
13	University of York	78
14	Newcastle University	74
15	University of Birmingham	71
	University of Manchester	71
17	University of Glasgow	64
18	University of Cambridge	62
19	London School of Economics	61
20	University of Sussex	60
21	University of Oxford	44
22	University of St Andrews	37
23	Royal Holloway, UoL	36
24	University of Bristol	35
25	University of Leeds	30

Interaction

Rank	University	Interaction
1	Lancaster University	270
2	University of Oxford	224
3	University of Sheffield	154
4	University College London	142
5	University of Cambridge	121
6	University of Sussex	84
7	University of Edinburgh	78
8	University of York	72
9	Queen Mary, UoL	68
10	University of East Anglia	65
11	Durham University	62
12	London School of Economics	61
	University of St Andrews	61
14	University of Nottingham	59
15	University of Manchester	58
16	Imperial College London	57
17	King's College London	50
18	University of Glasgow	49
19	University of Southampton	35
20	Birkbeck, UoL	33
21	University of Leeds	31
	University of Birmingham	31
23	Newcastle University	29
	Royal Holloway, UoL	29
	University of Bristol	29

Network reach

Rank	University	Network reach
1	University of Oxford	196
2	University of Cambridge	144
3	London School of Economics	70
4	University of Manchester	52
	University College London	52
6	University of Edinburgh	49
7	Imperial College London	46
8	University of Nottingham	40
9	University of Glasgow	30
10	University of York	27
11	King's College London	26
12	University of Sheffield	25
13	University of Leeds	24
14	University of East Anglia	23
15	University of Birmingham	21
16	University of Sussex	20
17	Durham University	19
18	University of Bristol	18
19	University of St Andrews	17
	University of Southampton	17
21	Royal Holloway, UoL	16
	Queen Mary, UoL	16
23	Lancaster University	13
24	Birkbeck, UoL	8
25	Newcastle University	7

Trust

Rank	University	Trust
1	University of Oxford	179
2	University of Cambridge	134
3	University College London	94
4	University of Sheffield	84
5	University of East Anglia	73
6	University of Glasgow	69
7	London School of Economics	68
8	King's College London	65
9	Queen Mary, UoL	64
10	University of Nottingham	63
	University of York	63
12	Imperial College London	62
	University of Birmingham	62
14	University of Edinburgh	61
	University of Sussex	61
16	University of Manchester	59
17	Durham University	57
18	Newcastle University	56
	University of Southampton	56
20	University of Bristol	52
	Lancaster University	52
22	Birkbeck, UoL	50
23	University of St Andrews	45
24	Royal Holloway, UoL	29
	University of Leeds	29

Channel performance

It would be unwise to comment too directly on the channel performance of individual universities, given that the authors have no knowledge of their strategies or the dedicated resources deployed. However, based on the rankings that follow, some obvious general differences emerge.

As the most mature channel, it is unsurprising that website performance shows the least overall variation. Nevertheless, there is still a long tail from the leaders to the last – and the big battalions seem to win out, as might be expected. Equally, Twitter seems also to be comparatively well adopted and here the traditional leaders are not so well represented, with others taking higher positions. However, as is shown later in the correlation chart, Twitter may be the least valuable channel in terms of ranking success. While there is a positive correlation, it is not significant. By contrast, the other channels show a statistically significant correlation.

It is in Facebook and YouTube performance that distinct strategies are clearly at work. Some universities seem to have taken a conscious decision to focus harder than others on these channels and this is reflected in their rankings on these attributes, which frequently show little relation to scale.

Website

Rank	University	Website
1	University of Oxford	144
2	University of Cambridge	123
3	University of Manchester	121
4	Imperial College London	107
5	University College London	103
6	University of St Andrews	96
7	King's College London	89
8	University of York	87
9	London School of Economics	85
10	University of Nottingham	84
11	Durham University	80
	University of Glasgow	80
13	Royal Holloway, UoL	77
14	University of East Anglia	76
15	University of Leeds	75
	University of Edinburgh	75
17	University of Sheffield	67
18	University of Birmingham	66
	Newcastle University	66
20	Queen Mary, UoL	65
21	Birkbeck, UoL	60
	University of Southampton	60
23	Lancaster University	59
24	University of Sussex	58
25	University of Bristol	54

Twitter

Rank	University	Twitter
1	Lancaster University	209
2	University of Sheffield	148
3	University of Sussex	126
4	University of Nottingham	117
5	Durham University	99
6	University of East Anglia	97
7	Queen Mary, UoL	92
	University of Cambridge	92
9	University College London	86
10	University of Oxford	81
11	University of Southampton	79
12	University of Birmingham	74
13	Birkbeck, UoL	69
14	Imperial College London	68
15	University of Edinburgh	65
16	King's College London	64
17	University of Bristol	60
	University of Glasgow	60
19	University of York	56
20	Newcastle University	53
21	University of Leeds	46
22	University of Manchester	43
23	London School of Economics	41
24	University of St Andrews	40
25	Royal Holloway, UoL	39

Facebook

Rank	University	Facebook
1	University of Oxford	352
2	University of Edinburgh	140
3	Birkbeck, UoL	102
4	University of Cambridge	101
5	Lancaster University	70
6	University of Sheffield	67
7	University of Nottingham	64
8	Durham University	61
9	University of East Anglia	54
10	University of St Andrews	50
11	University of Southampton	48
12	London School of Economics	47
	University College London	47
14	University of Glasgow	46
15	Imperial College London	44
16	King's College London	36
17	University of York	35
18	University of Birmingham	27
19	Newcastle University	25
20	Queen Mary, UoL	24
21	University of Manchester	16
22	Royal Holloway, UoL	13
23	University of Leeds	10
24	University of Sussex	7
25	University of Bristol	0

YouTube

Rank	University	Network reach
1	University of Sheffield	331
2	University of Cambridge	182
3	University College London	141
4	University of Nottingham	102
5	London School of Economics	84
6	University of Edinburgh	81
7	University of York	59
8	University of Oxford	56
9	Lancaster University	55
10	University of Southampton	53
11	Queen Mary, UoL	50
12	University of Manchester	47
13	Birkbeck, UoL	43
14	Durham University	42
15	Imperial College London	41
16	University of Glasgow	40
17	Newcastle University	38
18	King's College London	37
19	University of Bristol	36
20	University of East Anglia	33
21	University of Sussex	32
22	University of Birmingham	26
23	University of St Andrews	0
	Royal Holloway, UoL	0
	University of Leeds	0

The hunt for social ROI

ROI should be easy to calculate – just divide the financial return from social media by the amount you've invested. The problem is that most of those investing in social media can't quantity the financial return, and those that can often don't know how much they're investing (hard and soft costs). That's before you even consider those who can't do either. So conversations about the ROI of social media end up talking about measuring fans and followers, web traffic and conversions, or 'influence' and reach.

For those engaged in the hunt for the elusive ROI answer, here are five considerations.

1. **ROI has to be quantified financially**
    You cannot measure the ROI of social media unless you know how much it costs you and how much you get back.

2. **The Risk of Not Investing (RONI) is more important**
    The risk or damage of not having an effective telephone or email system is far more important to most organisations than the amount of money they might make or save. The same is true of social media right now.

3. **ROI is not the same as 'benefit'**
    Measuring benefits is fine as long as they can be quantified. For example, it can help others in an organisation see why it might be worth paying attention. But if you cannot measure the financial benefit, it's not ROI.

4. **ROI is not generic, even if the calculation is**
    The answer to the social media ROI question is as specific to an organisation as any other ROI calculation.

5. **Measure Progress first**
    Most organisations (admittedly not all) are still relatively early in their journey towards building any kind of sustainable in-house social media capability. Clear objectives, a focused strategy and measurement of progress using appropriate metrics are more important than a hasty, possibly false financial calculation.

Conclusion: could do better if tried?

What are US universities doing right?

It is beyond the scope of this statistical study to compare the social media strategies of all the US and UK universities to see why some are doing better than others. Indeed, it is worth a study in its own right and one that the UK Government or its agencies should consider commissioning.

Nevertheless, with a few honourable exceptions, most of the leadership in social performance is in the US and this has implications for reputation and recruitment. So it is perhaps worth looking at some anecdotal evidence to see if there are any useful indications for ways in which the UK 'could do better if tried.'

In general it seems that not only have US universities been devoting more time and effort, over longer, than most UK institutions, they have also committed management support and dedicated resources across faculties and departments, not just a couple of people centrally. Representatives of some of the US universities analysed also told us that that they feel comfortable that their reporting structures are clear, with single or joint reporting lines to well established communications departments,

which in turn are part of established marketing functions. But there is no sense of complacency. The top US universities we interviewed were not resting on their laurels but investing further in better content, social media specialists, additional listening capability and measurement systems. As one commentator put it: "We need to ensure better value not just more volume."

What can UK universities do better?

Individual circumstances count for a lot but the social media presence of the highest performing universities in both markets shared some common characteristics. These may point to best practice from which all can learn.

1. Get the basics right

One very simple step that *every* university can take right now is to ensure that its primary social media accounts are clearly signposted on the home page of its website. The number of UK universities that have not done so is astounding. There is little point investing time and energy in a social media presence without helping customers find you.

2. Develop a clear strategy

The high performing universities in the UK and US that we spoke to all had a formal social media strategy was in place. Elements included:

- clearly defined objectives that linked to university success;
- senior management support and leadership for all the university's social media efforts;
- consistent approaches across all schools and departments;
- central guidance and policies to encourage and empower disparate teams;
- dedicated social media resources both centrally and in key individual departments.

3. Choose the right channels

As our research shows, social media success is not about using every channel, but about using the *right* channels (Harvard, for example, did not record the highest Twitter or YouTube channel scores). UK universities can consult and conduct their own audience research in order to determine the best social media channels to reach the right audiences, with the right messaging.

4. Focus on the right things

Our correlation analysis demonstrates that, although certain kinds of activity may 'feel' right, they won't always contribute towards strategic objectives or deliver any kind of competitive advantage. UK universities outperformed their US counterparts on our *Receptiveness* scale – but this is the one attribute that showed no correlation with success in the rankings.

5. Benchmark and measure

Measurement is one area that even the leading US institutions have not got right – by their own admission. We expect to see the emphasis on *meaningful* social media measurement (i.e. not fans and followers) increase, as every marketing activity comes under scrutiny in order to balance the books. By benchmarking performance on a regular basis, UK universities can stay one step ahead of the game.

Niall Cook

Tony Burgess-Webb

Appendices

Appendix I: About the authors

Anthony Burgess-Webb

A co-founder of Sociagility, Tony was previously chief marketing officer at international communications consultancy Hill & Knowlton, overseeing its formal and informal web presence and the introduction of internal and external social media policies and practices. During a 25-year career during he also founded the firm's European technology practice and global digital practice. He co-founded brand research firm Commetric and equity trading company CommEq.

Married, with one daughter, he is also a *pro bono* advisor to Iwokrama, a rainforest preserve in Guyana.

Niall Cook

Before co-founding Sociagility, Niall was worldwide head of marketing technology at Hill & Knowlton where he pioneered the firm's use of social media including its blogging platform, *Collective Conversation*. During a 13-year career at the consultancy, he also ran the digital practice. Before that, he held positions at Beenz, an internet payment pioneer, Answerthink Consulting Group, and global investment bank UBS. He is the author of *Enterprise 2.0*, one of the first books to explore the use of social media inside the enterprise.

Married, with one daughter, he is also a trustee of East Anglia's Children's Hospices.

Appendix II: The PRINT methodology – a KPI for social media performance

Senior executives and social media strategists alike can struggle to find meaningful metrics to assess the impact of their social media activities. PRINT™, Sociagility's multi-channel social media performance measurement system, offers a solution.

The PRINT methodology measures five key attributes of social media performance: **Popularity**, **Receptiveness**, **Interaction**, **Network reach** and **Trust**. Each is measured across multiple social platforms and channels, including Twitter, Facebook and YouTube, using relevant metrics for each. The result provides direct competitor analysis and delivers specific, actionable insights into areas for improvement.

The PRINT Index™

At the heart of the solution is the PRINT Index™ – a single number that shows overall performance compared to a defined set of competitors or brand, sector and geographical benchmarks. This can be used as a Key Performance Indicator by senior client management and social media strategists and by agencies. It has been proven to correlate strongly with brand value and growth and therefore provides a KPI for social media performance that can be used to set and track targets. PRINT

also analyses the key drivers of social media performance and provides indicators for all five attributes and all channels to help inform priorities for action.

PRINT Reports

PRINT reports can be one-off snapshots or continuous tracking studies. Each assessment is bespoke and provides comparative PRINT Index™ scores for a specific set of competitors. As well as a summary scorecard, detailed comparative scores and re-usable graphics are included for attribute and channel combinations. Commentary is given on high and low performers by attribute and channel and specific recommendations are offered for improvement.

Benefits

The benefits of PRINT include:

- more strongly correlated with brand value and growth than other 'influence' measures;
- more performance-focused, directly highlighting competitive (dis)advantages against customer-defined set of benchmark brands;
- more comprehensive because it measures multiple channels simultaneously;

- provides insights which are specific and actionable;
- more flexible – provides a one-off benchmark 'snapshot' or a tracking mechanism;
- more meaningful – PRINT provides a framework for action;
- more adaptable – to suit more complex requirements, PRINT can be adjusted to reflect different audiences and organisations;
- easier to integrate into wider social media monitoring, analysis and planning;
- lower cost – PRINT combines traditional research methodology with proprietary software across multiple platforms.

Appendix III: About Sociagility

Sociagility is a consultancy focused on improving organizational competitive advantage by helping clients build their own in-house social media capability. It was founded by two ex-WPP digital and social consultants, Tony Burgess-Webb and Niall Cook.

It works with big brands, small brands, non-profits and individuals and recent clients include the University of Reading, Groupon and Legal & General.

The firm provides solutions in three areas:

Consultancy

We use our DISC (Diagnosis->Integration->Strategy->Capabilities) process to understand clients' commercial, marketing and communications goals and challenges, help them put social at the heart of their business operations, define objectives and action plans, align across departments and channels, and put relevant metrics in place.

Benchmarking

Our analytic approach combines a traditional audit approach with our proprietary PRINT™ methodology, a multi-channel measurement system that correlates directly with brand value and provides a KPI for marketers. It offers brands and organisations insight into the key drivers of their – and their competitors' – social media performance and provides a series of indicators to help determine priorities for action.

Talent

Our specialist recruitment division, Sociagility Talent, helps our clients create sustainable capability for the future by building in-house social expertise. This includes discovering internal talent, seconding or recruiting the right people with the required skills, as well as ongoing training, mentoring and the transfer of knowledge and skills.

To find out more, please visit www.sociagility.com.