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## Social Media Monitoring & Engagement

### Inbound Marketing Summit

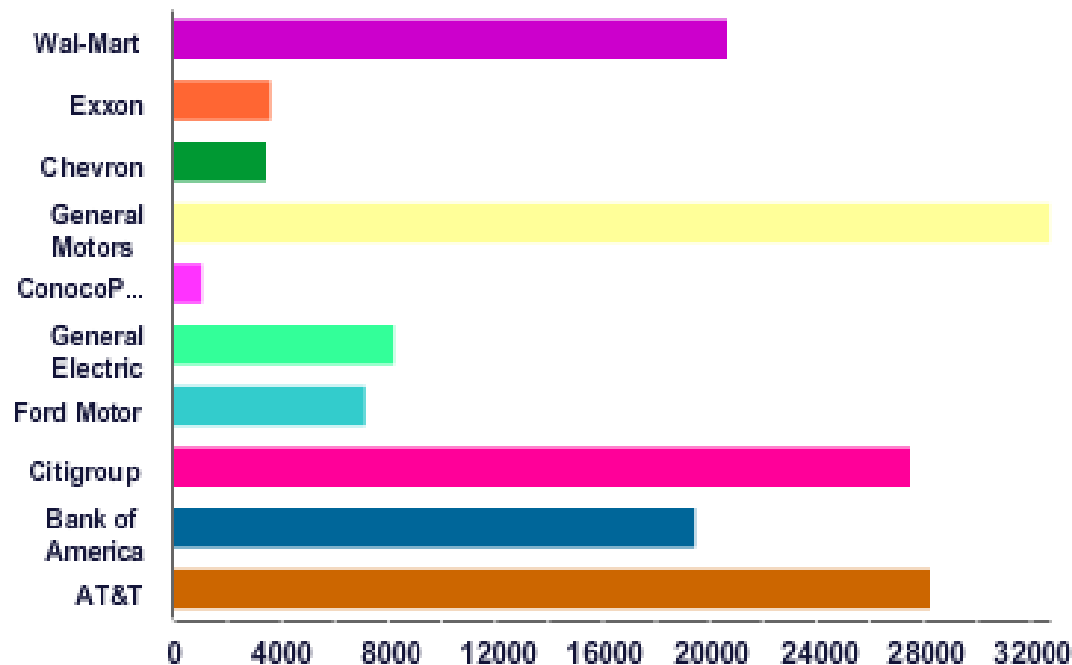
April 28, 2009

Jay Krall, Manager of Internet Media Research, Cision US, Inc.  
@jaykrall

# How much chatter is going on out there?

- ▶ 242,982 blog posts on about 148,000 unique blogs mentioned Fortune 25 companies in the 30 days to March 17.

## Mentions of the Fortune 10 in the Blogosphere



Feb. 16 to Mar. 17, 2009. Source: [Cision Social Media Dashboard](#)

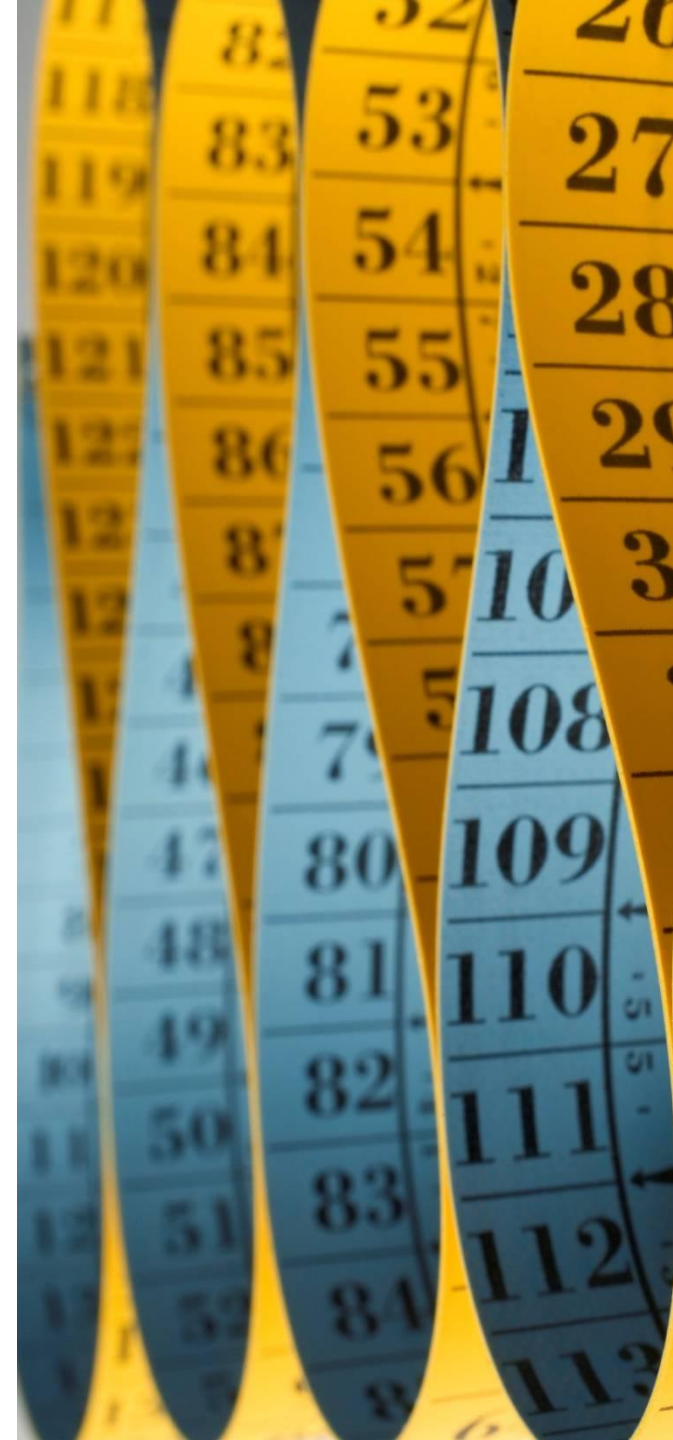
# Traditional/Passive Web Metrics That Matter

- ▶ Unique Visitors per Month
- ▶ E-mail Subscribers
- ▶ RSS Subscribers
- ▶ Time Spent
- ▶ Unique Monthly Sessions





# Social Metrics That Matter

- ▶ Inbound links
- ▶ Comments
- ▶ Unique Commenters
- ▶ Comment Engagement
- ▶ Citations on social bookmarking and news sharing sites



# Proving ROI with Social Metrics

Find patterns across multiple measures of influence

Outlet	Unique Visitors per Month	Inbound links	Comments	Citations on Social News Sites
Autopia 	2,447,091	952	2,471	174
CarDomain Blog	50,026	211	4,246	255
Consumer Reports Cars Blog	636,791	455	190	376
Hybrid Car News	110,816	432	76	1,962
The Green Motorist	1,456	71	17	907
TreeHugger: Cars & Transportation 	1,012,052	361	256	53,391

# Other Tools and Resources

**CISION**blog▶  
[blog.us.cision.com](http://blog.us.cision.com)

**CISION**navigator▶  
Your guide to successful communications  
[navigator.cision.com](http://navigator.cision.com)

## Free Cision Webinars

### Webinar 1:



### Understanding Social Media

If you're a newcomer or even a skeptic, this webinar will introduce you to the social media universe and show you how to get in on the action—and get results—quickly, easily and authentically.

Register Now

### Webinar 2:



### Monitoring Social Media

If you're an interested observer, this webinar will discuss 10 reasons why it's important to monitor social media and a demonstration of how to effectively monitor when something is said about you, understand its impact, and be able to act quickly.

Register Now

### Webinar 3:



### Engaging Social Media

If you're already sold on the importance of Social Media but need strategies on how to effectively engage, this webinar will show you how to improve your social media campaigns with new strategies for more targeted, results-driven engagement.

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