

Key Performance Indicators(KPIs) ... Goals

[This is text taken from an article on key metrics in Twitter, slightly modified to encompass social media in general and rephrased for libraries.]

While there are a number of common Key Performance Indicators (KPIs), keep in mind that *your* KPIs should be what you consider key.

While conversions (taking the action you want: e.g. sign up for a program or make a comment) might be considered key for one library or school, Retweets might be considered key for university trying to build thought leadership.

While you most likely have an idea of what your KPIs could be, ask others in your organization what KPIs they use. Programs, Outreach, Collections, IT and other departments all have KPIs that tie into organization performance that a social media specialist might not think of.

With that said, here are a few ideas for determining **which KPIs to prioritize**:

- **Engagement:** This can be defined as anything from *clicks* to *Retweets / Reposts / Shares* to even how many times a branded hashtag was Tweeted. Pick the level of engagement that is truly meaningful to your organization.
- **Performance:** *Impressions* are important, but **performance** is the name of the game. Look at your engagement rate, not just your impressions, to track how your audience is reacting over time.
- **Growth:** You have to grow your following if you're going to reach new customers. **But the number of followers isn't always important** —measure the number of **engaged** followers in your key demographic to make sure you're getting quality with your follower quantity.
- **ROI:** This KPI is the one that keeps your organization funded and gets you a grant. Instead of just tracking *clicks*, tie Tweeting and other engagement activity to library and materials use by tracking the sign-ups or conversions from your Tweets, Posts and Ads.