

# Metrics and Measurement

Measuring the success of online communities is an important, but challenging, part of the work. What do you measure? How do you know if the measurements really reflect whether the community is successful? What does it mean to be successful? The vision for online communities in UNICEF is that relationships that are built and sustained through the communities (Yammer groups) will lead to greater knowledge exchange, innovation, and ultimately better outcomes for children. To grow our strategic use of communities requires more management attention; to achieve more management attention we must pay more attention to measuring results. But where does the data come from that will enable UNICEF leadership and community managers to highlight our collaborative capacity?

Community management, as a discipline, requires constant attention to ebb and flow of participation in the community as well as a regular pulse-taking on the value of the community to its members. As in any evaluation program, indicators need to be identified, targets set, and the means for collecting data put in place. Also, as in any evaluation program, indicators should be both quantitative and qualitative.

The most common quantitative measures captured for online communities include:

- Activity measures: number of posts, number of replies, number of likes, number of documents shared
- Membership and engagement measures: number of members, number of member-generated conversations

For attentive UNICEF community managers, creating detailed quantitative measures can mean a lot of manual work because the statistics provided by Yammer to administrators are only snapshots and do not show changes over time. (Some online community platforms do, and Microsoft is planning to implement some new analytics for Yammer soon. In the meantime, Yammer has recently introduced Group Insights which allow group admins access to a set of simple analytics on how much their members are posting, reading, and liking the items posted in their group.)

The qualitative data is equally important: what is the impact on UNICEF’s work of the relationships enabled by the Yammer platform? For this data, community managers must look at the content of posts and look for stories of how members from different countries and regions have reached out for help and how they have used the responses that they receive. In our Community Survey last year, over 50% of respondents agreed that Yammer helped them to connect with like-minded people, to share their work, to look for solutions, suggestions and knowledge products that would help them in their work, and to get answers to technical questions.

Collecting qualitative data also takes time. And neither of the traditional methods for collecting data provide insight into the relationships that are the heart of community building. UNICEF is thus exploring the adoption of a new platform allowing the capture of Yammer metadata on key influencers, important discussions, cross-team collaboration and other unique collaboration metrics. These ‘behavioral analytics’ will allow managers to see where communities are delivering benefits, where engagement and education programs can be most effectively directed, and how communities can best mobilize expertise and ideas. Individual community members will also be able to assess and measure their own goals and progress.

71% of Best in Class Communities can measure the value of their community, according to the 2017 State of Community Management Report.

## Maturity levels

Reactive	Emergent	Engaged	Activist
Success stories may be collected but no quantitative measures are collected or compiled.	Quantitative measures are captured and compiled on a regular basis.	Measures have targets connected to community goals and strategy.	Measures have targets connected to community goals and strategy, and are reevaluated on a regular schedule.

## Primary activities

- ✓ Regularly review the community statistics and reports available from the tools provided.
- ✓ Set monthly, 90-day, or annual goals for community metrics and measurement.
- ✓ Maintain awareness of potential success stories and work with community leaders and members to capture stories of how the community is making a difference.
- ✓ Look for opportunities to leverage the community’s success in providing input to your sector or region’s strategic plans.