

UNICEF Community Use Case Metrics

unicef 
for every child



**Everyone,
everywhere
connected**

About UNICEF Use Case Metrics

Monitoring metrics for your Yammer group is a way for you, as a Group Leader, to get insight into the effectiveness of the community you manage. **Yammer's Group Insights** can help you to ask further questions about successes of shared knowledge, campaigns and activity cadence as it relates to Member engagement.

It's important to keep in mind the community use case type of your group as you set expectations for target metrics. Some communities may have as core Member practitioners and additional Members who visit, read, or interact only occasionally.

If you need help understanding the targets or rationale, just ask! Your community managers are available to you in the [Knowledge Exchange](#) and [BUILD](#) groups on Yammer. We recommend setting custom targets for your use case and mapping them monthly to watch for trends and areas of impact. No two groups will be the same.



BUILD: The Home for Community Managers at UNICEF

A global community designed to help you create and manage effective communities for c... ▾

✓ Joined

NEW CONVERSATIONS ALL CONVERSATIONS FILES 🔍 SEARCH

Update Poll Praise Announcement

Share something with this group...



Carrie Young – July 23 at 5:10 PM

Welcome, Community Managers! What's your story? How did you get into community management? Was it on purpose, by accident, or some other way?

How Did You
Get Started in
Communities?

Share your story!

👍 UNLIKE ↩️ REPLY ↵ SHARE ⋮

You, Ian Thorpe, Milcah Chepkurui Langat, and 2 others like this

MEMBERS (59)



Welcome to **BUILD: The Home for Community Managers at UNICEF** open to any staff member interested in cultivating the art and science of Community Management.

This group is also the home to **BUILD** – our simple model for creating collaborative work communities to share knowledge, ideas and good practices across 190 countries and territories through modern digital social platforms.

BUILD is an acronym that represents the 4 key pillars of our communities: **B** (illboard) **U** (User

GROUP ACTIONS

📊 View Group Insights

Seen by 89

PINNED

Add



Group Insights Overview

Last 7 Days

Active People

80 ↑789%



Members

30 ↑400%

Non-Members

50 ↑1567%

People Who Posted Messages

6/30

0/50

People Who Read Messages

30/30

50/50

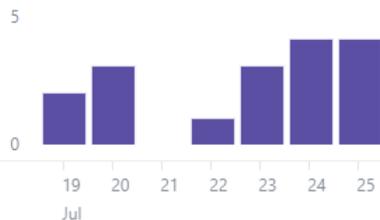
People Who Liked Messages

8/30

3/50

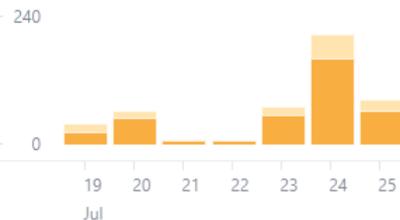
Posted Messages

17 ↑750%



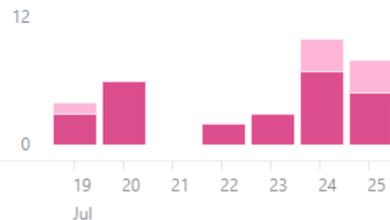
Read Messages

489 ↑2026%



Liked Messages

33 ↑3200%



Community Benchmark Worksheet

When you create a community, you are starting from an intention -- a purpose for the community and some sense of the value that the community will bring to members.

To be successful in designing the community in its interactions and in evaluating user engagement, it is also important to think about the type of community.

There are **six core community types** that differ in membership, goals, and engagement practices. When you identify a community type, you set expectations for the value or impact it will have on UNICEF's work.

Set goals for your community based on the performance benchmarks noted in this guide as well as support from the Community Managers in the BUILD/Learning and Knowledge Exchange team.

Six core community types

1 Thematic

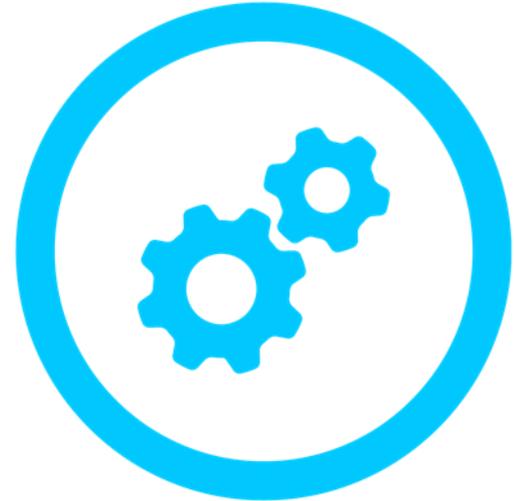
2 Community of Practice

3 Community of Interest

4 Functional

5 Organizational

6 Event/Response



UNICEF Community Metrics

Metric	Formula	Insight Questions
External Relevance	$\frac{\text{Non Members Liking}}{\text{Active Non Members}}$	Posts in public groups may show up in the Yammer feed of anyone at UNICEF. When a user isn't a member of a group, but "likes" a post from the Discovery or All feed, it's a sign that content particularly valuable externally.
Engagement Proxy 1	$\frac{(\text{All Posters} + \text{All Likers})}{\text{No. of Members}}$	What percent of people that have joined a group are interacting with content and other members? Information sharing happens in the form of a post, and liking content shows appreciation for others' contributions. This metric helps community managers understand what portion of the group's entire population is actively engaging.
Engagement Proxy 2	$\frac{(\text{All Posters} + \text{All Likers})}{\text{Active Group Members}}$	What percent of <u>active</u> group members are interacting? This metric gives perspective of how many "lurkers" are in a group. These are members who have viewed content, but do not participate, which is a valuable learning behavior that can be coached into participation.
Member Viewership	$\frac{\text{Active Members}}{\text{No. of Members}}$	What percentage of group members are actually viewing content and learning about the group? It's important that groups provide ongoing interesting content; the higher the metric here, the more relevant the content to stated objectives.
Sharing Rate	$\frac{\# \text{ Posted Messages}}{\text{No. of Members}}$	What percent of members are sharing new content? Are the same people posting most of the messages? There is a balance to be had between over-sharing and a silent network. Ensure that the same people are not posting over and over.
Appreciation Rate	$\frac{\# \text{ Liked Messages}}{\# \text{ Posted Messages}}$	To what extent are relationships being developed in the community? "Likes" are a proxy for relationships between people. The more "likes" generated reciprocally, the stronger the UNICEF network as a whole. In this group, are people appreciating others' contributions? Anything less than 1:1 means that the content is not as valuable to others as it could be.

Community Benchmarks

Community Type	External Relevance	Engagement Proxy 1	Engagement Proxy 2	Member Viewership	Sharing Rate	Appreciation Rate
Thematic	Excellent: 10% Target: 5% 	Excellent: 8% Target: 4% 	Excellent: 25% Target: 15% 	Excellent: 30% Target: 15% 	Excellent: 4% Target: 2% 	Excellent: 3.0:1 Target: 2.0:1
Community of Practice	Excellent: 7% Target: 4% 	Excellent: 20% Target: 10% 	Excellent: 40% Target: 25% 	Excellent: 40% Target: 25% 	Excellent: 10% Target: 3% 	Excellent: 5:1 Target: 2.5:1
Community of Interest	Excellent: 10% Target: 5% 	Excellent: 20% Target: 10% 	Excellent: 60% Target: 40% 	Excellent: 50% Target: 25% 	Excellent: 30% Target: 20% 	Excellent: 4.0:1 Target: 2.5:1
Functional Business	Excellent: 15% Target: 6% 	Excellent: 20% Target: 10% 	Excellent: 60% Target: 40% 	Excellent: 45% Target: 20% 	Excellent: 10% Target: 5% 	Excellent: 2.8:1 Target: 1:1
Organizational	Excellent: 15% Target: 6% 	Excellent: 20% Target: 10% 	Excellent: 50% Target: 30% 	Excellent: 40% Target: 20% 	Excellent: 10% Target: 5% 	Excellent: 4.5:1 Target: 3:1
Event/Response	Excellent: 10% Target: 5% 	Excellent: 15% Target: 5% 	Excellent: 30% Target: 10% 	Excellent: 50% Target: 25% 	Excellent: 10% Target: 5% 	Excellent: 2.0:1 Target: 1:1

Recommendations for Growth

Metric	How to Improve Your Metrics
External Relevance	Ensure posts are labeled with relevant hashtags (#) to help people find the information for which they are looking. Remind others about the community who are having email exchanges about group topics. Invite them to start a thread and continue the conversation there, so that others may contribute and benefit from the knowledge exchange.
Engagement Proxy 1	Use @ mentions to obtain 73% more replies on your threads. Ask questions to extend the engagement on message threads by 2.5x. Host a Yammer Takeover or publish exclusive content only to Yammer to establish the group's place for work. Users who "Like" the messages of others are 3x more likely to get "likes" back from those same people. Encourage users to visit the profiles of new "likers" of their content and reciprocate the favor.
Engagement Proxy 2	Conduct discovery interviews with your active and inactive group members. Learn about what is working, what they would like to see, and how they might be more active.
Member Viewership	If more non-members are reading than members, it means your members may be burned out. Group leaders should slow the content "push" and invite others to join to add new voices. Learning and reading behavior can be encouraged, however, active participation should be the goal.
Sharing Rate	Initiate a sharing campaign that encourages members to offer their insight. For example, tag champions and ask for their opinions on a particular topic, or, ask a question/write a poll that makes it easy to participate.
Appreciation Rate	Perform an audit on content posted to the group. Are there patterns that can be found among content with the most likes? Determine how to post/generate more of this content.

Analysis and Recommendations

Metric

Recommendations for Your Group - Worksheet

External Relevance

Engagement Proxy 1

Engagement Proxy 2

Member Viewership

Sharing Rate

Appreciation Rate

Learn More



Tell Us What You Think!

Send your feedback to:

buildcommunities@unicef.org

Guidance

[Build](#)

[Why Use Yammer?](#)

[Community Quick Start Guide](#)

[UNICEF Yammer Deck](#)

Evidence

[Harnessing the Power of Living Knowledge](#)
(White Paper)

[UNICEF Communities Survey](#)

[UNICEF Business Case Yammer Behavioral Analytics](#)

Our Decks

[Harnessing the Power of Living Knowledge at UNICEF Kobe](#)

[UNICEF Presentation at the Advanced Learning Institute, San Francisco](#)