

# SOCIAL TRENDS 2022



## TREND 3 The ROI Trend

### Get More Confident in Measuring Social ROI

Many businesses found it challenging and exhausting to pivot to social media during the pandemic. But some positives did come out of it—like the confidence marketers gained in being able to measure the impact of social media as it relates to their business goals.

Of the 18,100 marketers we surveyed, 83% said they were at least somewhat confident in quantifying the return on investment (ROI) of their social efforts, a 15% jump from last year.

Still, only 14% consider themselves extremely confident in measuring their ROI. So if you're not part of that 14%, let's get you there.

As we noted in our [Social Trends 2022 report](#), you can get more value from social media by asking the

right questions when kicking off new projects or campaigns, using social listening to gather helpful insights, and [integrating your paid and organic social strategies](#). But those efforts will go to waste if you don't properly track and report on your social marketing ROI. So here, we've outlined some of the best ways to do it.

Once you've mastered these skills, you'll be in a good position to pass along the results to other departments, expanding social's impact across your organization. Our survey tells us that this is the number one goal in 2022 for organizations that have the highest levels of confidence when it comes to measuring social ROI. Let's be more like them.

# Get familiar with social tracking methods—and put them to good use

There are many approaches you can take to track the ROI of your social marketing efforts. We've listed some of our favorites to help you prove to your boss that what you're doing is, in fact, working.

## Tracking links

Tracking your links tells you which marketing channels your website visitors are coming from. In other words, you can track website traffic that comes directly from social media.

Short links, which you can create with Hootsuite, are often used in place of lengthy landing page links so they don't look clunky or suspicious. Measure the traffic source via your website server using Google Analytics or another website analytics tool. You must also generate UTM parameters, a critical part of the link tracking process, so your analytics tool has the information it needs to capture Facebook, say, as the source.

## Tracking social share of voice

Social share of voice (SSoV) measures mentions of your brand against mentions of your competitors to help you understand your visibility in the market. Calculate SSoV by individual channel or across all channels using these three steps:

1. Find the total number of mentions of your brand over a period of time. You can use direct mentions (for example, @hootsuite) and/or indirect mentions ("Hootsuite"). (Make sure your Hootsuite Inbox is set up so you don't miss any mentions.)
2. Find the total number of mentions of your competitors over the same period of time. (Do social listening and use Hootsuite Streams to easily monitor mentions of your competitors.)
3. Add together the total number of brand mentions and the total number of competitor mentions to get the grand total of mentions. Divide your brand mentions by the grand total of mentions, multiply it by 100 and you're left with your SSoV percentage.



**Pro tip:** Interested in knowing exactly which channels produce the most website traffic? Generate multiple short links for the same landing page. Then use different ones for each of your social channels. Likewise, to see which specific posts are creating the most traffic, use different short links in different posts or ads.

Here's the formula:

$$\begin{aligned} & \textit{Total number of brand mentions} \\ & + \textit{total number of competitor mentions} \\ & = \textit{total mentions} \end{aligned}$$

$$\textit{Total number of brand mentions} / \textit{total mentions} \times 100 = \textit{SSoV percentage}$$

### Measuring conversion uplift

Ever wonder what your sales and conversions would look like without social media? When you measure conversion uplift, that's what you reveal. In the end, you can see exactly how much of a difference your social initiatives are making. Here's how to calculate it:

1. Track your most important metrics (such as form fills, sales, and website visits) over a specific period of time when no social media campaigns are running and when other marketing and sales activities are operating as usual. This establishes your baseline.
2. Start your organic and paid campaigns and run them for the same length of time.
3. Compare your baseline metrics from Step 1 to your metrics from Step 2. This tells you your conversion uplift.



### Using Hootsuite Impact

Manually calculating ROI can be tedious and time consuming (talk about taking the fun out of social media). That's why we developed a tool that makes it easier. Here's what [Hootsuite Impact](#) can do for you:

- Track and analyze your social marketing results
- Showcase how your social efforts are affecting business from a sales and leads perspective, proving the business value of your campaigns
- Improve the effectiveness of your paid and organic social media initiatives by providing a holistic view of their data side by side
- Measure the impact of paid, owned, and earned media against your organization's overall goals
- Provide data and make recommendations that help you identify activities most likely to perform well

Hootsuite Impact measures organic and paid content metrics for Facebook, Instagram, Twitter, and LinkedIn, and organic content metrics for Pinterest and YouTube. You can also set up custom metrics to monitor what matters most to your business.



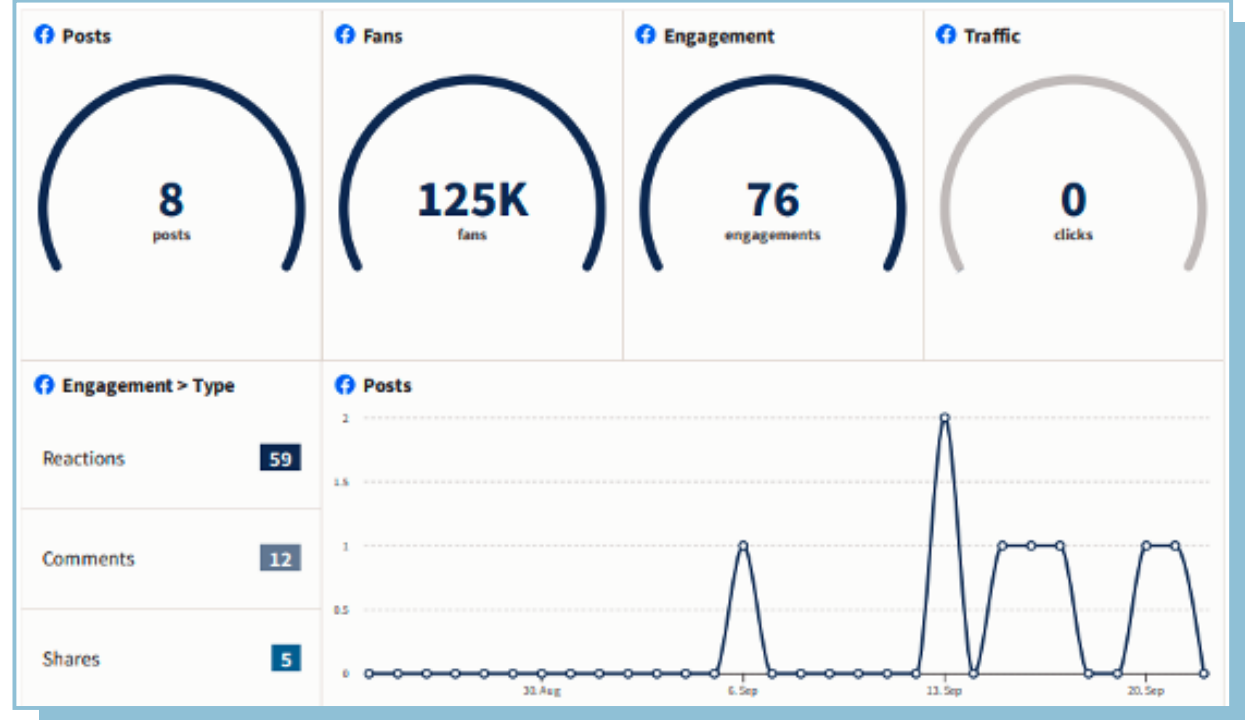
**Pro tip:** If you regularly run social campaigns, it might be more challenging to establish a baseline. Don't fret! Instead, take a backwards approach. Track your important metrics over a period of time while your regular social campaigns are running. Then, pause your campaigns and look at the decrease in sales and conversions to calculate conversion uplift.

## Bring your data to life

You've collected all your data. You've got the proof you need to convince your boss that doing more with social media will be worthwhile. Now, the pressure's on you to make sense of it all.

Thankfully, there are reporting tools like [Hootsuite Analytics](#) that can help turn your smorgasbord of numbers into a digestible and captivating story about your social activity.

Make your reports as graphical as possible, especially if you're presenting results to uninformed audiences. Don't be afraid to use a lot of line graphs, bar graphs, pie charts, and infographic-style visuals to showcase key figures. For extra brownie points, add anecdotes or hypotheses as to why the data is trending a particular way—leaders and stakeholders will surely be impressed.



**Ready for the ultimate confidence boost? That's what Hootsuite can do.**  
**[Request a demo](#) and make them wonder how you did it.**