

## Unit 9 Assignment 3: Learning Activity: Applying Measures

One nice feature of social media is having the ability to measure and keep score. You can measure social media by impressions, leads, sales, and conversion percentages. Let's do a quick example.

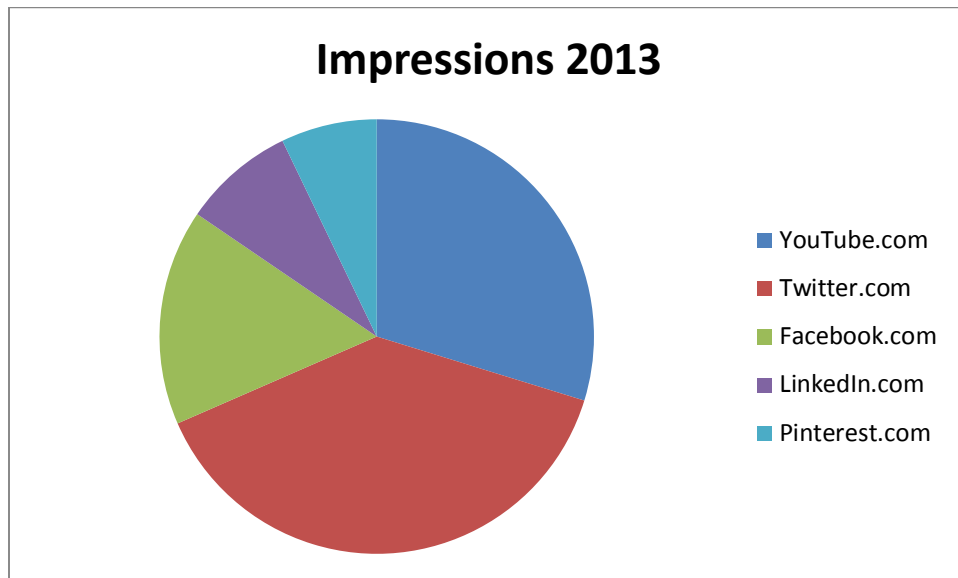
**XYZ Company was comparing 2013's social media numbers to the previous year. The can be seen below.**

Social Media Tool	Impressions 2013	Impressions 2012	Difference	% Increase/Decrease
YouTube.com	50,000	35,000	15,000	30.00%
Twitter.com	65,000	22,000	43,000	66.15%
Facebook.com	27,000	28,000	-1,000	-3.70%
LinkedIn.com	14,000	16,000	-2,000	-14.29%
Pinterest.com	12,000	2,000	10,000	83.33%
<b>Total</b>	<b>168,000</b>	<b>103,000</b>	<b>65,000</b>	<b>38.69%</b>

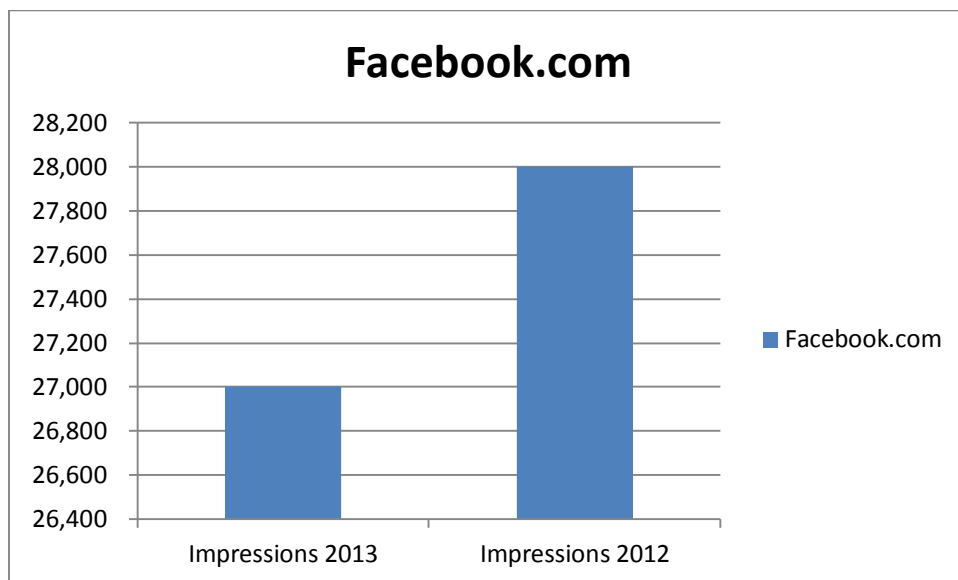
### Activity

Pie charts are a popular way of comparing different groups. Create a pie chart comparing all five types of social media base on the number of impressions generated for 2013. See the example below.

Can you tell from the chart which form of social media creates the most impressions?



How is Facebook's number of impressions for 2013 compared to 2012? Use a bar graph to show the comparison between both years.



- Are Facebook's number of impressions up or down from the previous year? Express the difference as a percentage.

**Answer:** down 3.7%

- In 2013, Linked in produced 290 leads. What percentage of LinkedIn impressions converted to leads?

**Answer:** 2.07%

3. In 2013, Pinterest generated 15 sales at an average sale of \$899. How much revenue did Pinterest generate for XYZ Company?

**Answer:** \$13,485

4. How much money does each impression create in revenue from Pinterest?

**Answer** \$1.124. This means Pinterest generates almost \$1.13 cents every time it is viewed.

**Now it is your turn. Use this chart to answer the following questions for ABC Company.**

Social Media Tool	Impressions 2013	Impressions 2012	Leads	Number of Sales	Average Sales
YouTube.com	55,000	45,000	500	18	\$749
Twitter.com	60,000	32,000	680	30	\$799
Facebook.com	37,000	38,000	170	20	\$599
LinkedIn.com	24,000	17,000	190	18	\$729
Pinterest.com	11,000	3,000	89	25	\$899
<b>Total</b>	<b>187,000</b>	<b>135,000</b>	<b>1,629</b>	<b>111</b>	

### Directions

1. Create a pie chart comparing all 5 types of social media.
2. How is each social media tool's number of impressions for 2013 compared to 2012? Use a bar graph to show the comparison between both years. Is the number of impressions up or down from the previous year? Express the difference as a percentage.
3. What percentage for each type social media tool's impressions converted to leads?
4. How much revenue did each social media source generate for ABC Company?
5. How much money does each impression create in revenue from each social media tools?
6. How would you analyze these findings? What recommendations would you make based on your findings?
7. Review the Grading Rubric below before starting this activity.

**Submit your completed activity to the Unit 9 Assignment 3 Dropbox.**

**Grading Rubric**

<b>Criteria: Specific Paper Objectives: Assignment Checklist (80%)</b>	<b>Maximum Percent</b>	<b>Maximum Points</b>
<ul style="list-style-type: none"> <li>• Create a pie chart comparing all 5 types of social media.</li> </ul>	10%	2
<ul style="list-style-type: none"> <li>• How is each social media tool's number of impressions for 2013 compared to 2012?</li> </ul>	10%	2
<ul style="list-style-type: none"> <li>• What percentage for each type social media tool's impressions converted to leads?</li> </ul>	15%	4
<ul style="list-style-type: none"> <li>• How much revenue did each social media source generate for ABC Company?</li> </ul>	15%	4
<ul style="list-style-type: none"> <li>• How much money does each impression create in revenue from each social media tools?</li> </ul>	15%	4
<ul style="list-style-type: none"> <li>• Analysis and recommendations</li> </ul>	15%	4
<b>Writing Style, Grammar and APA Format 20%</b>		
<ul style="list-style-type: none"> <li>• How much money does each impression create in revenue from each social media tools?</li> </ul>	8%	2
<ul style="list-style-type: none"> <li>• Analysis and recommendations</li> </ul>	7%	2
<ul style="list-style-type: none"> <li>• Solved real world problems using mathematical skills</li> </ul>	5%	1
<b>TOTAL</b>	<b>100%</b>	<b>25</b>