



Social Superhero Approach

Step-By-Step Checklist for Accurate Social Media Metrics

If you are looking for a way to accurately track your social media initiatives, then you will love the Social Superhero Approach.

In my experience, the Social Superhero Approach leaves no doubt if your social media posts are providing value to your business or clients. It doesn't matter what your type of business is or if your clients have a huge social following.

With the Social Superhero Approach, your social media tracking comes from a PROVEN system. Best of all it is scalable.

Ready to get started? Great, here is the step-by-step checklist.

STEP 1 - Create an Excel Spreadsheet

Open up Microsoft Excel and create a new spreadsheet with the following columns (Or use the spreadsheet I emailed you):

- URL (Column A) – The URL you want to share
- UTM Source (Column B) – Where the user was when they clicked the link. This is usually the media channel (Twitter, LinkedIn, Facebook, etc)
- UTM Medium (Column C) – This is where the link was presented to the user. What channel was used to share/send out the link. In most instances this will be your choice of a social media scheduling software (Buffer, Hootsuite, etc)
- UTM Campaign (Column D) – This is the name of the campaign (Outreach, Evergreen, Fall Sale, etc)
- UTM Ready Link (Column E) – This is the column where I use some Microsoft Excel hocus-pocus to automatically build the UTM ready URL based on the data I have entered. It's simply Excel's concatenate formula. So it may look something like this:
 - `=IF(A4="", "", CONCATENATE(A4, IF(B4="", "", "?utm_source="), IF(B4="", "", B4), IF(C4="", "", "&utm_medium="), C4, IF(D4="", "", "&utm_campaign="), IF(D4="", "", D4)))`
- Save this file

STEP 2 - Get Your Blog Posts In Excel

In this step, you will be creating your blog URLs and blog titles in Excel:

- Copy and paste your links from your sitemap.xml file into a new Excel file (Column A)
- Install Neils Bosma's SEO Tools for Excel plugin to scrape your blog titles. Use this formula in Column B to get the titles:
 - =HtmlH(A1)
 - Copy this formula all the way down your spreadsheet

STEP 3 - Build UTM Social Links in Bulk

This step is all about building your UTM ready links in a scalable manner:

- In the first spreadsheet you created, copy and paste your links from the sitemap.xml file into Column A
- Then copy and paste your blog post titles into Column F – Name this column "Content Text"
- Next, in Column G, name it "UTM Ready URL" and use this formula:
 - =CONCATENATE(F4, " - ",E4)
- Copy this formula all the way down your spreadsheet

STEP 4 - Schedule Social Media Updates

Mass scheduling your trackable social media updates has never been so easy. Here's what you'll need to do:

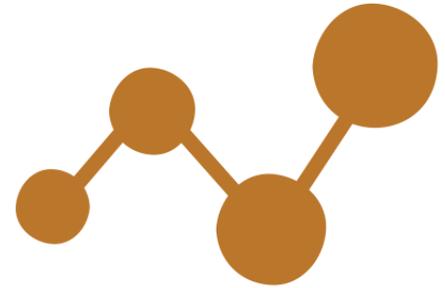
- Create a new CSV file in Microsoft Excel with the following columns:
 - Column A – Day/Time you want to post
 - Column B – Paste the data from Column G of your UTM spreadsheet (Column G)
 - Save as a CSV
- Use Your Favorite Social Media Management platform to upload the CSV file
 - Hootsuite
 - Buffer (Use <http://bulk.ly>)
- Alternatively, you can simply copy the UTM ready URL into the social network you want to post to
- In order to accurately track your social media efforts, you will need to create new CSV files with a UTM source specifically for that channel
 - For example, "utm_source=twitter" or "utm_source=linkedin"



STEP 5 - Check Google Analytics Data

The final step involves you checking your newly collected, properly attributed social media data:

- In Google Analytics click on "Acquisition > Campaigns > All Campaigns." Then click on your campaign name.
- Optional – Create a secondary dimension with "Landing Page" to view your top landing page/blog posts from your social media outreach



HERE'S WHAT TO DO NEXT

1

Send me a message to my personal email address chris@chrismakara.com to let me know what you think of this checklist



2

[Follow me on Twitter](#) where I share helpful content on SEO, social media and inbound marketing.



3

Pat yourself on the back. You just read a 3-page checklist ;)



About Chris Makara

I have been working around websites since 2003. It all started with an ecommerce website I launched selling bowling equipment. Within two years, it was doing over \$200,000 in sales. Not bad for someone still in college.

In 2006, I moved on to create MyMustangSite.com – which was a Myspace clone website dedicated to Ford Mustang enthusiasts. Within one year it had over 10,000 users and was sold.

Over the years, I have worked on many websites, including many for my clients. I am self-taught in SEO, social media, SEM, HTML, CSS, some PHP, and Google Analytics.

Need help, [let's talk](#).