

How to analyse if your campaign is #trending



1 Use hashtags

Why? Associating a hashtag with your campaign will make tracking and analysis more efficient. Check the **Topics dashboard** on your SWOOP dashboard.

2 Are you #TrendingOnYammer?

Why? Understand the reach of your campaign by checking if it compares with the most talked about topics on your network.

How? Check your **Hot Topics** report in the Enterprise dashboard.

Hot Topics					
<i>Hot Topics</i> are topics associated with messages that have received the most engagement.					
Sort by the total of:					
Post	Reply	Like	People	Apply	
1	CommunityManager	1	17	21	8
2	Digitaltransformation	1	17	21	8
3	Socbiz	1	17	21	8
4	Futureofwork	1	17	21	8
5	ESN	1	17	21	8
6	Webinar	1	17	21	8
7	Analytics	1	17	21	8
8	Hashtags	1	1	3	5
9	Noneedforsalespeople	1	0	2	3

3 Identify your campaign champions

Why? Recognise your top influencers and leverage their impact for future campaigns. Try seeding campaign details with those who are thought leaders for relevant initiatives.

How? Check your **Influential People** report in the Topics dashboard for your selected hashtag.

Influential People	
<i>Influential People</i> are people that many others engage with.	
NAME	PEOPLE ENGAGED
Shirley Blytzeled	28
Frankie Swoopster	25
Benjamin Sturst	24
Deborah Havian	15
Harold Acket	14
Ruth Waxem	11

4 Understand the target audience

Why? Discover which parts of the organisation resonated with the campaign based on their level of engagement.

How? Check the **Segment Activity** insights in the Topics dashboard.

Segment Activity				
<i>Top 10 by activity, number of users and percentage of active users.</i>				
Attribute: Department				
DEPARTMENT	ACTIVITY		USERS	
	TOTAL	TREND	LAST	# USERS % ACTIVE USERS
Head Office	2494		08 Jan 2021	5 80%
Business Development	1800		07 Jan 2021	2 100%
Marketing	1773		23 Dec 2020	2 100%
Customer Success	1367		08 Jan 2021	2 100%

5 Improving future campaigns

How? Try **benchmarking** your campaign against similar initiatives. Easily pinpoint areas of opportunity to develop learnings for future campaigns.

Benchmarking									
Topic	Views	Posts	Replies	Likes	Hashtags	Replies	Comments	Replies	Replies/Post
ESN	4	1	17	21	8	100%	100%	100%	100%
CommunityManager	4	1	17	21	8	100%	100%	100%	100%
Digitaltransformation	4	1	17	21	8	100%	100%	100%	100%
Socbiz	4	1	17	21	8	100%	100%	100%	100%
Futureofwork	4	1	17	21	8	100%	100%	100%	100%
Webinar	4	1	17	21	8	100%	100%	100%	100%
Analytics	4	1	17	21	8	100%	100%	100%	100%
Hashtags	1	1	3	5		100%	100%	100%	100%
Noneedforsalespeople	1	0	2	3		100%	100%	100%	100%

6 Did your campaign get people talking?

Why? Responsiveness is a tangible signal of value received.

How? Develop campaigns that encourage authentic sharing. Check your SWOOP **Response Rate** insights in the Topics dashboard. Aim for above 50% posts with replies.

