Community Manager 101:
Top Metrics to Track Community Health

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10 Community Health Metrics

Projected completion: 30 minutes.
Projected pace: 3 minutes per metric.

1) Traffic from registered vs. anonymous users

Anonymous User

Registered User

1) Traffic from registered vs. anonymous users

- Track as a percentage [*page-views (registered-users) % page-views (total)*]
- If small (or declining), then you need to optimize incentives for registration.

1

PARTICIPATION INCENTIVES

2

COMMUNITY OUTREACH

3

REFERRALS

4

EXTERNAL PROMOTION

2) User Activity

 Active: Viewed at least once piece of content.

 Participant: Commented, liked, replied, voted or flagged at least one piece of content.

 Contributor: Created at least one piece of content (e.g. blog, idea, question, group or event)

2) User Activity

Track the following over the past 30 days

	New Members	Existing Members
Active	5,000	95,000
Participants	2,150	52,500
Contributors	85	2,950
Active-%	65%	63%
Participant-%	28%	35%
Contributor-%	7%	2%

Note: sample data used for illustration

"New Members" = users who signed up in the past 30 days.

"Active-%" = percentage of the new/existing members who consumed content, but did NOT participate or contribute
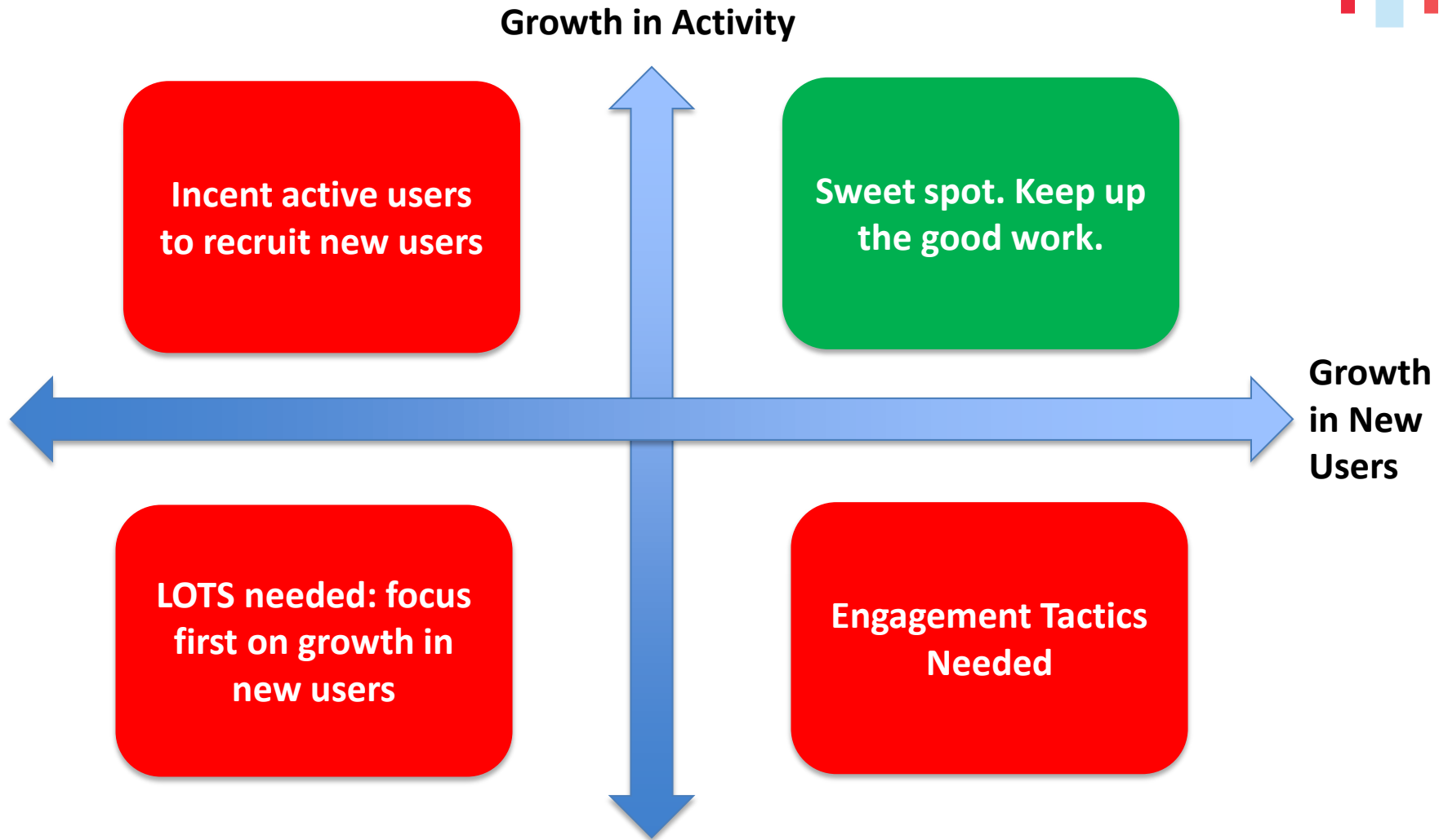
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Track these percentages over time. Sample questions you might ask:

1. Why is Contributor-% waning for existing members?
2. Why is Participant-% low for new members?
3. Why was Contributor-% lower for new members than existing members?

Note: look for higher numbers to the right. 60-25-15 is better than 80-15-5.

2) User Activity (Four Quadrants)

Growth in Activity

Growth in New Users

Incent active users to recruit new users

Sweet spot. Keep up the good work.

LOTS needed: focus first on growth in new users

Engagement Tactics Needed

3) Are last month's new members still active?

1. Look at last month's new members {e.g. *registration_date = September_01 through September_30*}
2. Compare number of sessions and average session time between this month and last month.

Key Point: "Grab" these users early on and they'll likely to remain participants/contributors over the long term. Now is the *easiest* time to lose them.

4) Activity by Content Area

1. Number of posts by content area.
2. Content area posts as a percentage of total.
3. Weighted activity count by content area (e.g. Like = 1x, bookmark = 1x, comment = 3x, vote = 3x).
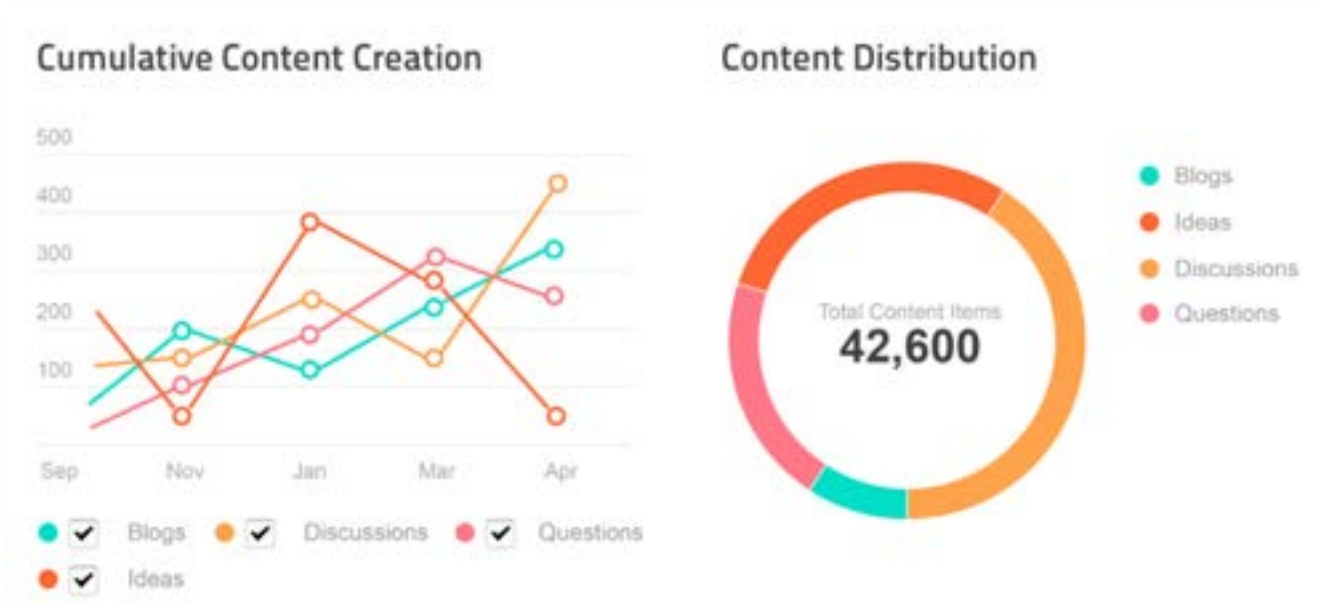
5) How active are your active users?

For active users in the past 30 days, track:
1. The number of sessions [logins]
2. The mean/media session time.

Review these metrics over time (6-12+ months) to spot trends.

Sample questions to ask:

1. Why are total sessions increasing, but mean session time decreasing?
2. Why are total sessions decreasing, but mean session time increasing?
3. Why are both total sessions and mean session time decreasing?

6) How quick is the community to respond?

Mean Time to Respond (MTTR)

Time to Respond = time elapsed from "creation date" to time of first action (e.g. Like, comment, vote).

Track MTTR for each of your content areas:

1. Blogs
2. Answers
3. Discussions
4. Events
5. Ideas

You'll likely find distinct "response patterns" based on each content area. For instance, Discussions may have a lower MTR compared to Blogs. The importance is to track trends (in each content area) over time.

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7) Per-user "engagement" (over time)

Track media/mean engagement (of all users) over time. Of the users who are active, just how active are they?

How you might calculate an engagement score (per user):

Metric	Weight
Average time on page	1
Total time on site	1
The total number of likes the user's content has received	5
The number of posts the user has authored	10
The total number of responses the user's content has received	5
Number of logins	2
Sum of votes the user's posts have received	3

If mean engagement score increased/decreased this month, that's interesting.
Try to find out why.

8) Per-user "influence" (over time)

Track media/mean influence (of all users) over time. It's good to understand the distribution of the community's influencers to optimize behavior.

How you might calculate an influence score (per user):

Metric	Weight
The number of friends the user has	1
The number of friends the user has relative to the number of users on the site	2
The number of posts the user has authored	1
The total number of likes the user's content has received	1
The average number of likes per post the user has received	2
The total number of views the user's content has received	1
The average number of views per post the user's content has received	2
The total number of responses the user's content has received	1
The average number of responses per post the user's content has received	4
The total number of accepted answers the user has posted	10
The total number of ideas the user has submitted that have been delivered	10
The total number of active events the user has created	20
The number of content items the user has had flagged by administrators	30

8) Per-user "influence" (over time)

For an influence score from 0 to 100, track the following percentage over time:

Influence Score	Percentage of Users
0-25	42%
26-50	19%
51-75	24%
76-100	15%

Sample question to ask: why do most of my users reside in the 0-25 and 26-50 range of influence scores?

9) Badges attained

Badge	Badge Name ▲	Tier
🔍	Detective	Bronze
⭐	Getting started	Gold
❓	Great Question	Silver
🎓	Guru	Silver
👁	Oracle	Bronze
👥	Team Player	Gold
👎	Thumbs Down	Gold
👍	Thumbs Up	Gold

Over the past 30 days, track the number of badges obtained (per badge type), along with the mean number of badges per user.

9) Badges attained

Sample questions to ask:

1. We had a surge in "Great Question" badges created this month. Why – and can we learn from this to encourage related behavior?
2. Why have so few users obtained the Oracle badge?
3. Is the "Getting Started" badge so easy to obtain that it's become less meaningful?
4. How can we encourage more users to obtain the Guru badge?

10) Connections made

1. Track the number of connections (friend/follow) made over the past 30 days.

2. Normalize this number to the user-level (e.g. mean connections made per user).

This is a good measure of the degree to which community members are finding and discovering new users.

Quick Recap: Community Health Metrics

1. %-Traffic from registered vs. anonymous users.
2. Activity levels from new and existing members.
3. Activity from last month's new members.
4. Activity by content area.
5. Number of sessions and average session time.
6. Mean Time to Respond (MTTR).
7. Per-user engagement scores.
8. Per-user influence scores.
9. Badges attained
10. Connections made

Questions?

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