



LUMSA
UNIVERSITÀ

DIPARTIMENTO DI SCIENZE UMANE
COMUNICAZIONE,
FORMAZIONE E PSICOLOGIA

18 November, 2023 – 9.00 A. M. – 1.00 P. M.
Room: Aula Pizzardo – Borgo Sant'Angelo 13, Roma

Social Media Key Metrics

Measure what matters from Earned to
Shared Media

INTRODUCTION

Fulvio Ferrari

Professor at LUMSA University

Course in Communication metrics – Web analytics and Datamining

SPEAKERS

Alessandro Orsini

Head of Operations, Marketing Espresso

Maria Chiara Cianci

Project Manager, Marketing Espresso



Sustainability, Inclusiveness and Social Issues are fundamental not only in communications but also and primarily in corporate culture. Authenticity and Effectiveness in terms of marketing and value proposition will transform brand marketing into an integrated overall identity within the organization.

The ability to measure conversations become essential for organizations as consumers need action that makes a genuine difference, with around 82% of them wanting companies to put people and the planet before profit.

The seminar will deep dive into how key metrics become an effective asset to achieve communication objectives and business results