Social media analytics

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What we'll cover

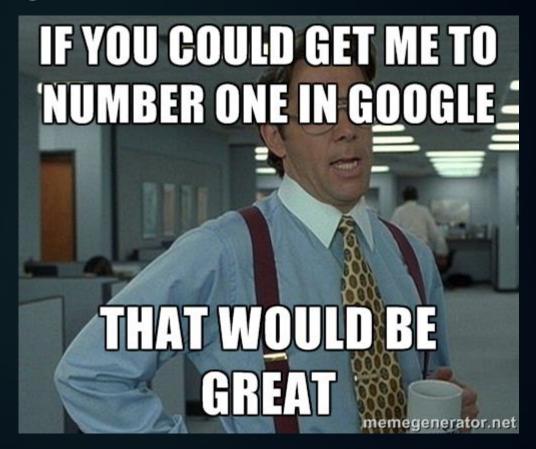
- Data v. analytics
- Facebook and Twitter analytics
- ► How to apply them





Know the lingo

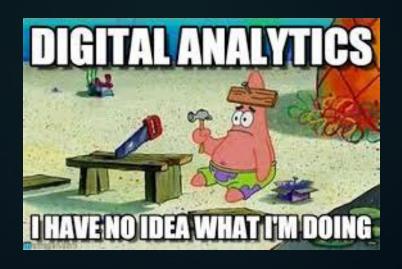
► CMP, CTR...





Data v. analytics

Analytics is a numbers game. The key is how you interpret or apply them.





Pros/Cons

- A little knowledge is dangerous
- The wrong knowledge is super dangerous
- No absolutes





Facebook

- ► Facebook Page Insights: Measures content shared Facebook
- Audience Insights: Measures demographic information on followers to your business page.
- You need a minimum of 30 likes on your business page to get Insights. Neither is available for group or personal pages.

Welcome back to school

5 of 6



Data available?

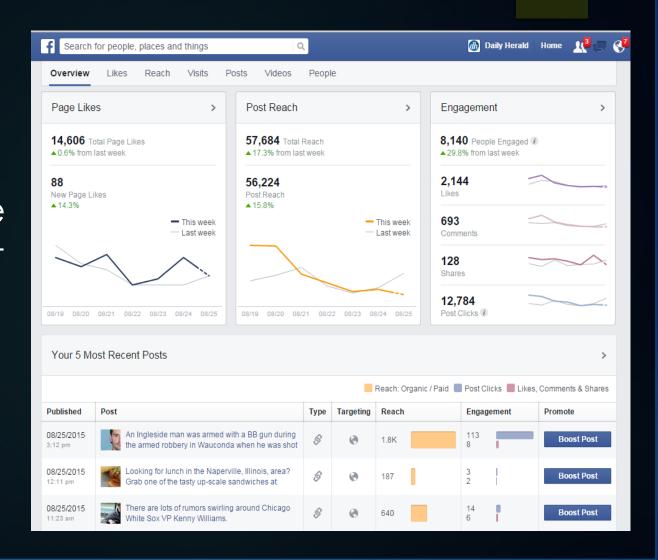
Insights divides data into seven sections: Overview, likes, reach, visits, posts, video, people





Overview

Overview:
A snapshot
of your
performance
over the past
week.





Likes

Likes: Number of people who liked and unliked your page. You can also see what likes came from paid campaigns and where they liked your page.





Reach

▶ Reach: Number of people your post was "served to," which means the number of people who could see if in their feeds.

Numbers of likes, unlikes,

comments, shares, times your content was hidden or reported as spam.





Active Po	sts from August 20, 2015					×
Impression	is: Organic / Paid Post Clicks Likes, Comments & Sh	ares				
Published	Post	Type	Targeting	Impressions	Engagement	Promote
08/19/2015 10:01 pm	Look which suburban high schools rank high in Newsweek's list of top 500 schools: Naperville	S	0	9.5K	2.2K 115	Boost Post
08/19/2015 8:28 am	Hey Chicago Blackhawks fansmark Aug. 29 down on your calendar to see the #StanleyCup	S	0	5.1K	339 206	Boost Post
08/19/2015 7:15 pm	Mmmmm, this is looking awesome for Schaumburg, Illinois, if you like breakfast, and	S	0	4.3K	342 411	Boost Post
08/19/2015 8:21 pm	How much will this stink for you, especially if you live in north Elk Grove Village, Illinois or if you	S	0	3.1K	255 27	Boost Post
08/19/2015 9:16 pm	ABC 7 Chicago obtained this picture of one of the bats the Will County Health Department has	S	0	2.3K	133 16	Boost Post
08/20/2015 7:52 pm	"The Lamborghini was so expensive and new we didn't even tow it. They didn't want to take the risk	S	0	2К	295 18	Boost Post
08/20/2015 4:10 pm	Hey Bloomingdale, Illinois residents that vacant Dominick's at Gary and Schick will finally be filled!	S	0	2K	204 1 75	Boost Post
08/20/2015 12:45 pm	Our thoughts are with Former President #JimmyCarter, who displayed such strength,	S	0	1.9K	45 9	Boost Post

You can Ctl Click on any part of the chart to get a pop of individual posts and the stats on those.



Visits

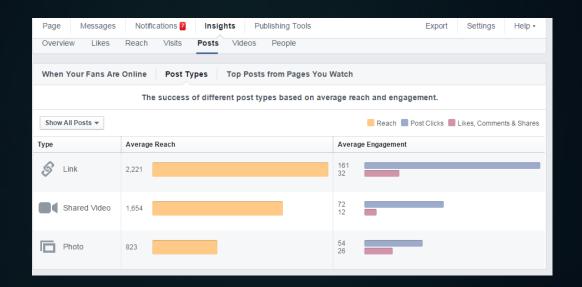
How many times the tabs on your page were viewed. It also shows you the key referrers to your page.





Posts

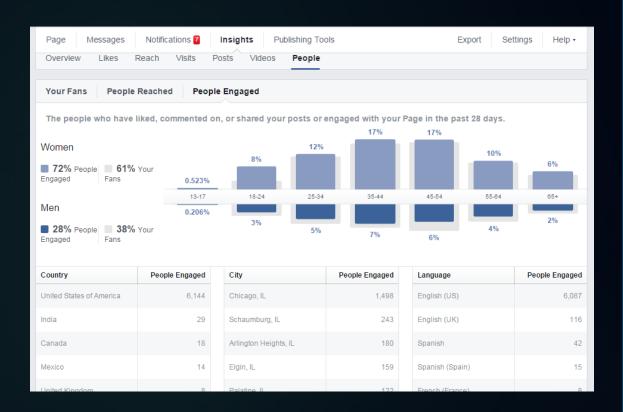
Help you target when and what type of content gets the most interaction.





People

 Demographic information on people accessing your page





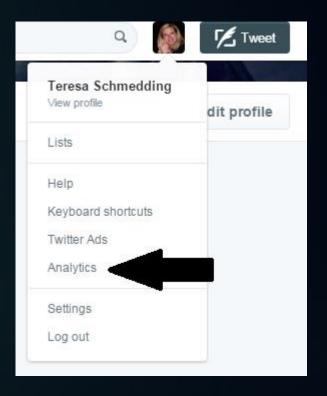
And all this will change

- Facebook is constantly changing its analytics Stay up to date at https://www.facebook.com/help/search/?q=insights
- Follow:
 https://www.facebook.com/facebookmedia/



Twitter

analytics.twitter.com is free and avail for a personal or business account.





Can also access from mobile



Teresa Schmedding @tsch... 10/7/15 #FlyTheW ₩















5:24 PM



■ Tweet activity





Teresa Schmedding
@tschmedding
#FlyTheW

pic.twitter.com/1C6zwC8S7N

Impressions

1,883

times people saw this Tweet on Twitter

Total engagements

64

times people interacted with this Tweet



What you can see

- See your top tweets
- See your top mention
- See your top followers
- See your top media tweet
- See your top card tweet
- Track replies



What you can see

- See monthly stats
- Compare performance over extended period of time
- Download analytics
- Find out who your followers are, what they're interested in, where they live and other basic demographic information



OVERVIEW DEMOGRAPHICS LIFESTYLE CONSUMER BEHAVIOR MOBILE FOOTPRINT Top interest Top language Top lifestyle type Top buying style Top wireless carrier Comedy (Movies and television) English Online buyers Ethnic explorers AT&T

Interests	
Interest name	% of audience
Comedy (Movies and television)	69%
Music	64%
Comedy (Hobbies and interests)	51%
Movie news and general info	47%
Pop	43%
Music news and general info	40%
Business and news	39%
Politics and current events	35%

ncome category	% of audience
75,000 - \$99,999	18%
3100,000 - \$124,999	14%
660,000 - \$74,999	12%
150,000 - \$199,999	10%
550,000 - \$59,999	8%
/alues based on 33.3% match rate	from Twitter partners

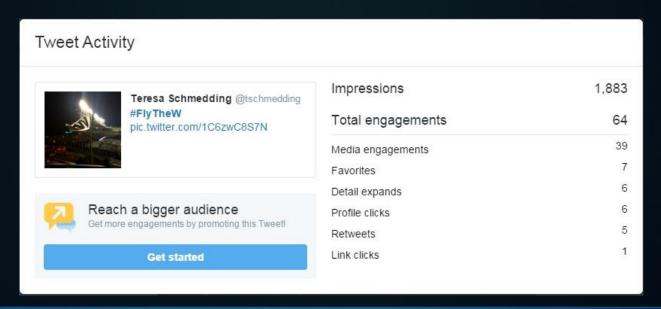
% of audience

Net worth category



Twitter analytics terms

- ▶ **Impressions:** The number of streams your tweet was fed into.
- Reach: The estimate number of people on Twitter that tweets about the search term were delivered to.





- ► Total engagement: Number of times someone favorited, retweeted, replied or expanded to your tweet.
- ▶ **Top tweets:** The number of tweets with the greatest impressions.
- ▶ **Top follower:** The account with the greatest reach (most followers).
- ▶ **Top mention:** Most popular tweet from someone who tagged you.



This will change

- Twitter offers a good video tutorial at https://www.youtube.com/watch?v=EtJg3fy_mJU
- https://support.twitter.com/articles/20171990



Analytics questions

Your boss wants to you to be more successful on Facebook. What numbers will you use?





Analytics questions

Your boss wants you to be more successful on Twitter. Do you use impressions, reach or engagement?





Analytics questions

You see a big drop in Facebook referral traffic. What could this mean? What other metrics would you look at?





Implementing

- ▶ Follow a 80-20 rule after initial setup.
- ▶ 80% of your time should be on strategy, needs, priorities





Selective measuring

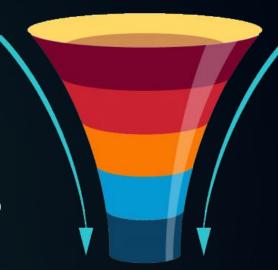
- ▶ Don't start with "What can I measure?"
- What you don't need to know is as important as what do you do need to know.





Selective measuring

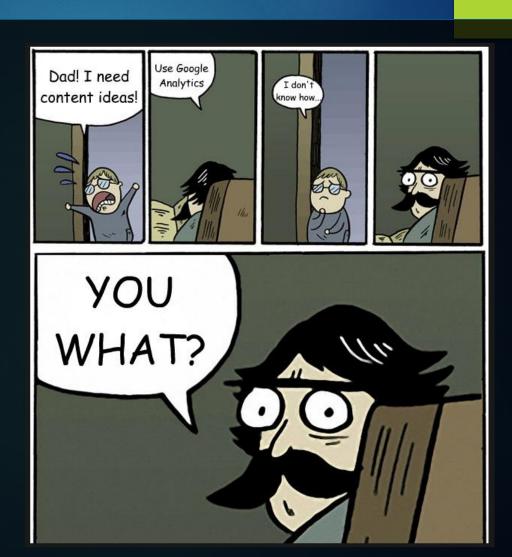
- What do you want to know?
- What do you want to drive?
- What do you need to do?
- What numbers do you need to accomplish that?



- What is easiest way to get those numbers?
- What alarm numbers do you need to watch?
- How can you automate alerts?



Your questions





Don't forget

- Do not waste your time on numbers overload.
- Don't take data on blind faith.
- Don't reinvent your digital world based upon a single analytic.
- Always watch for correlationv. causation





Don't forget

- Analytics are characters in a story. You determine what story you want to tell.
- Both Facebook and Twitter give analytics that appeal to you. Be cautious.
- ▶ They will constantly change.

