Social media analytics

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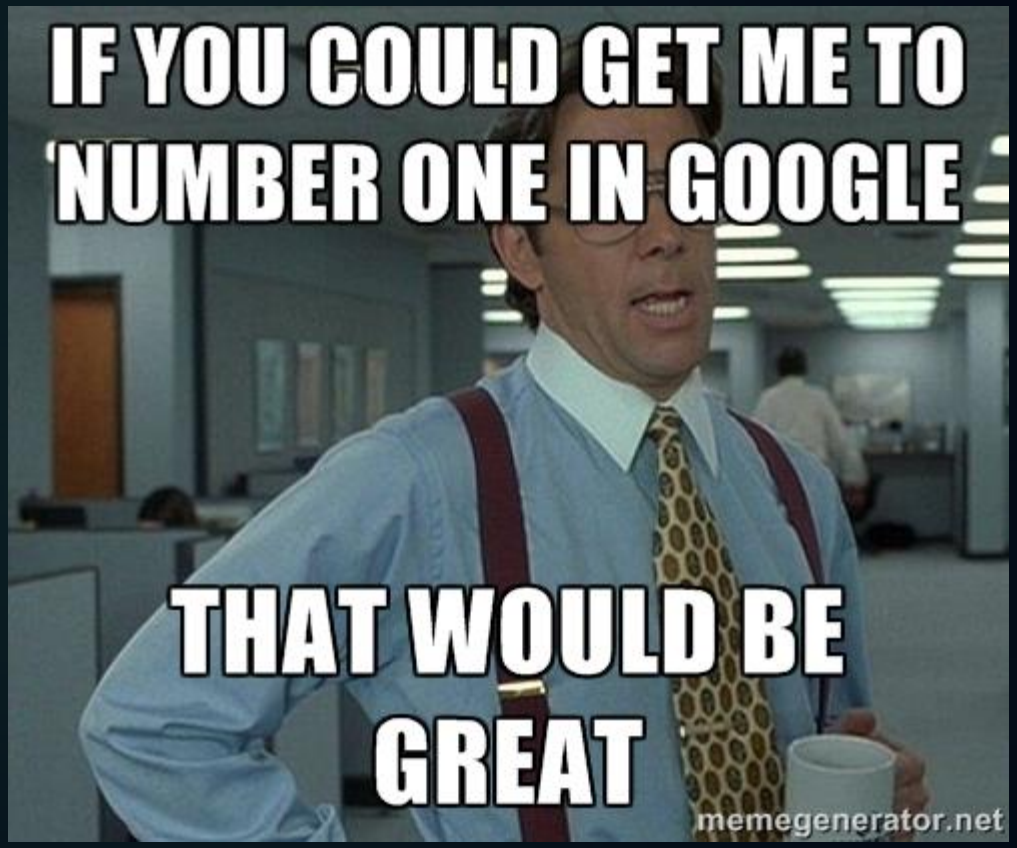
What we'll cover

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

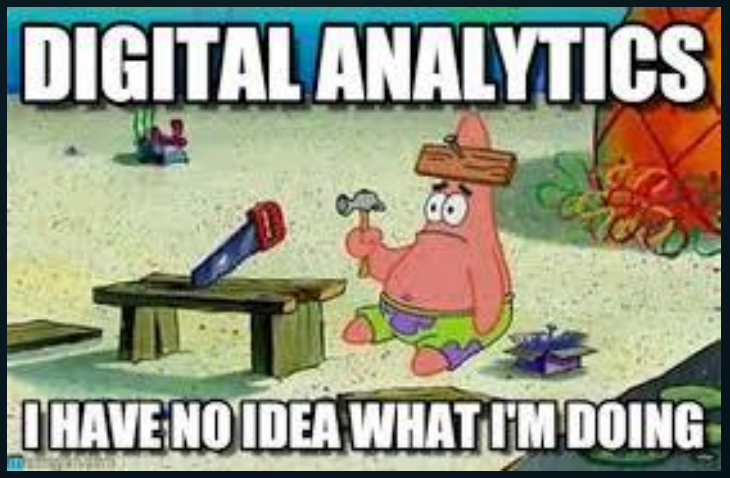
Know the lingo

- CMP, CTR…



Data v. analytics

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

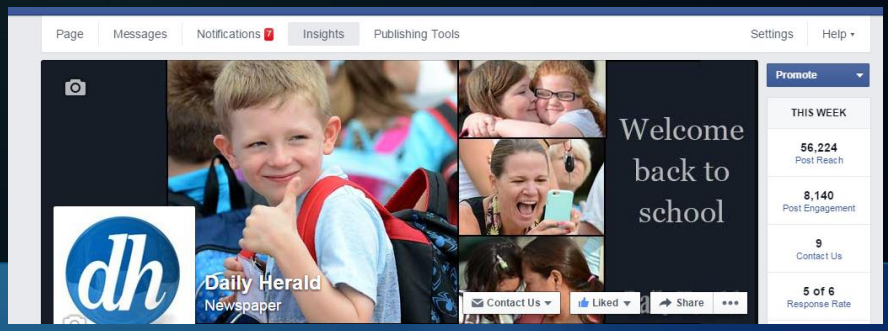


Pros/Cons

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

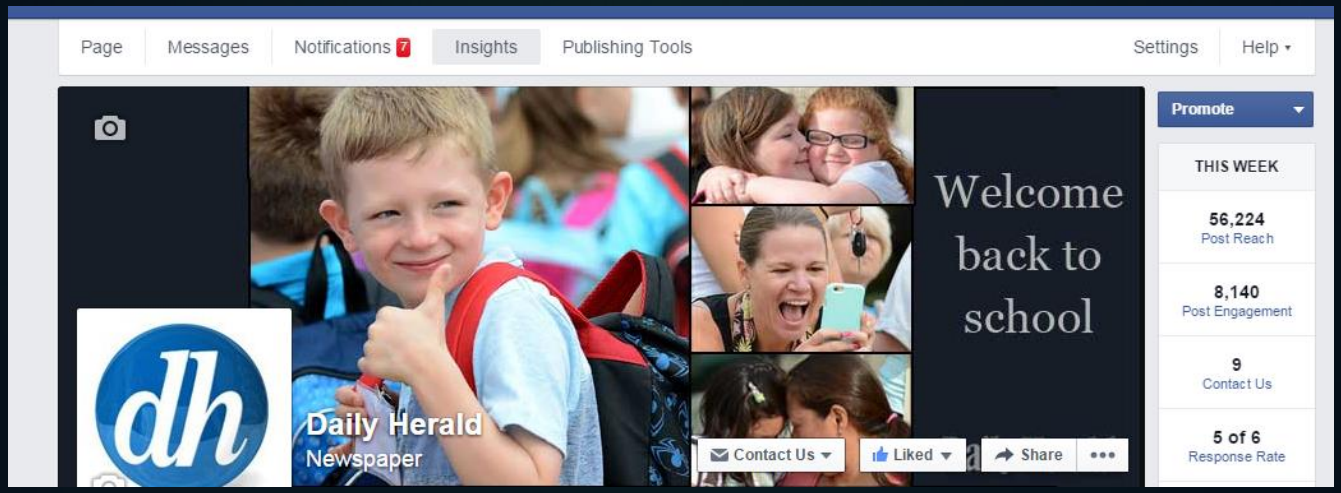
Facebook

- **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.



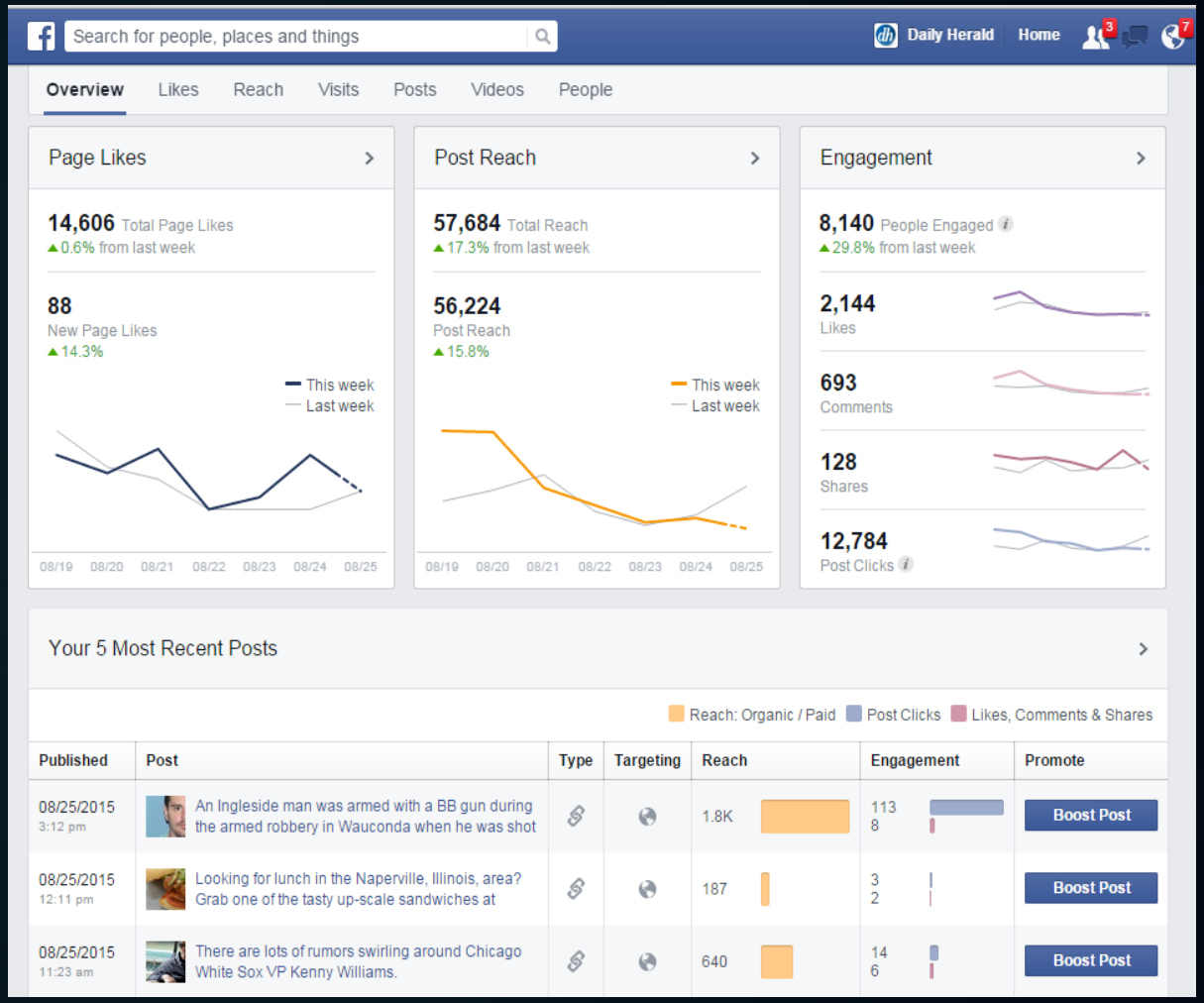
Data available?

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



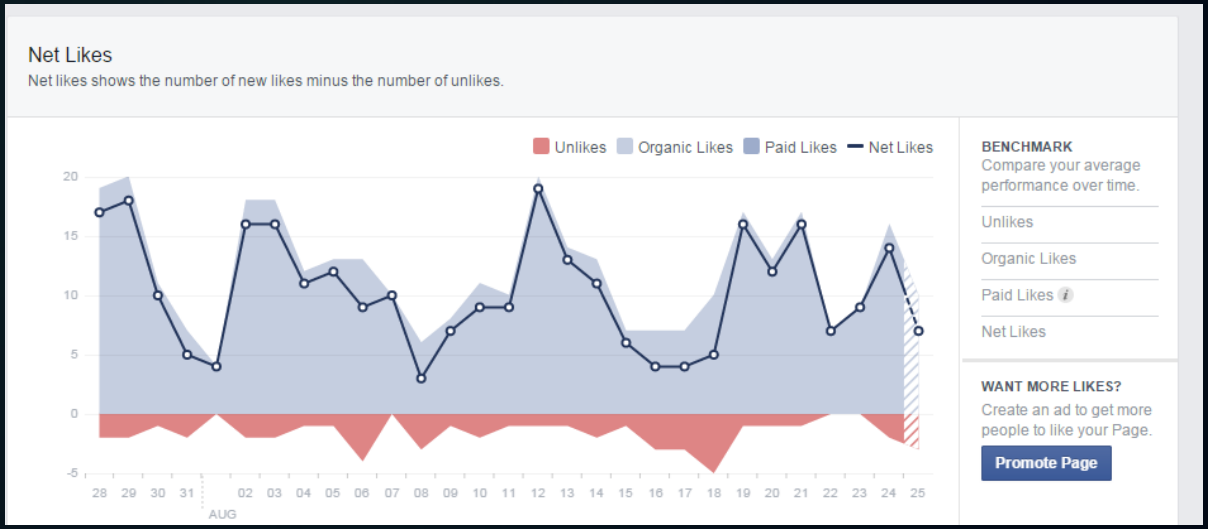
Overview

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



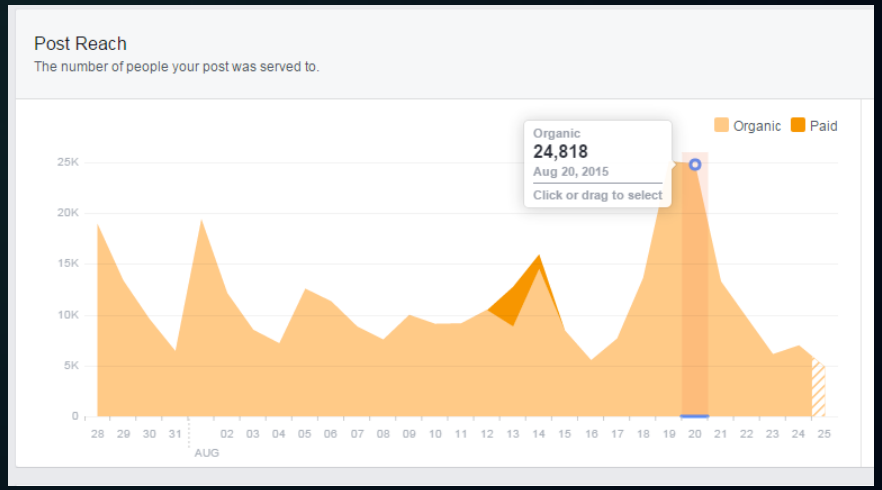
Likes

- **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

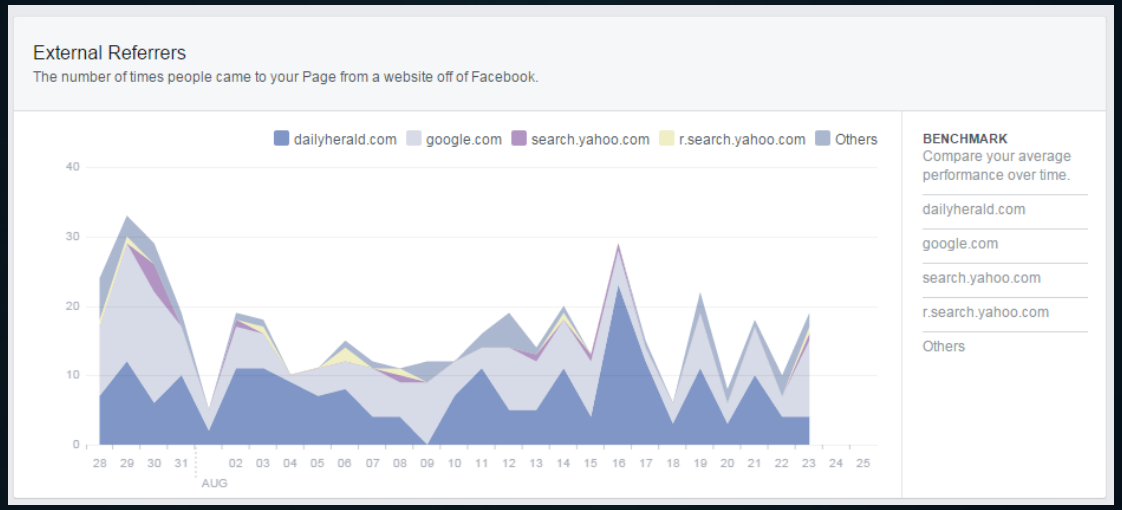
- **Reach**: Number of people your post was "served to," which means the number of people who could see if in their feeds.
- Numbers of likes, unlikes, comments, shares, times your content was hidden or reported as spam.



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

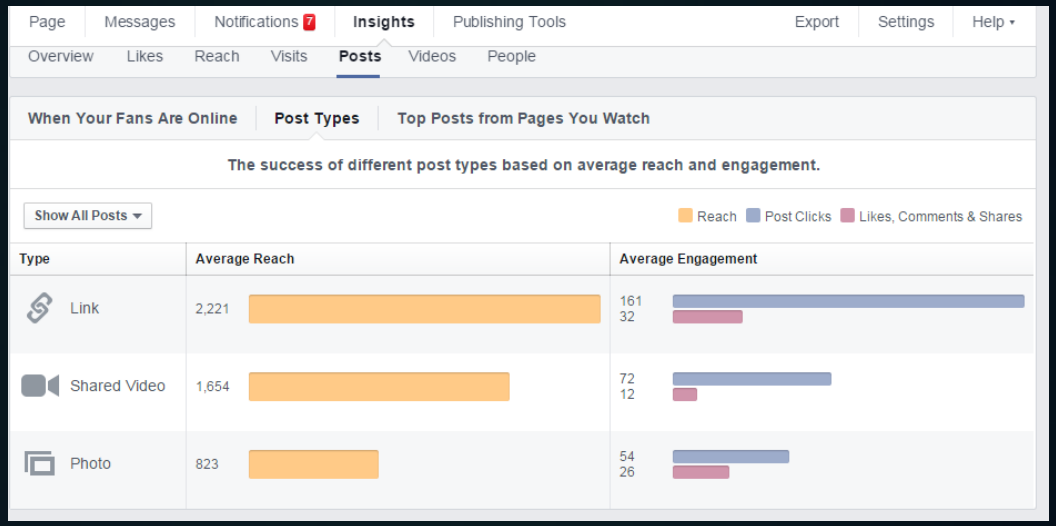
Visits

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



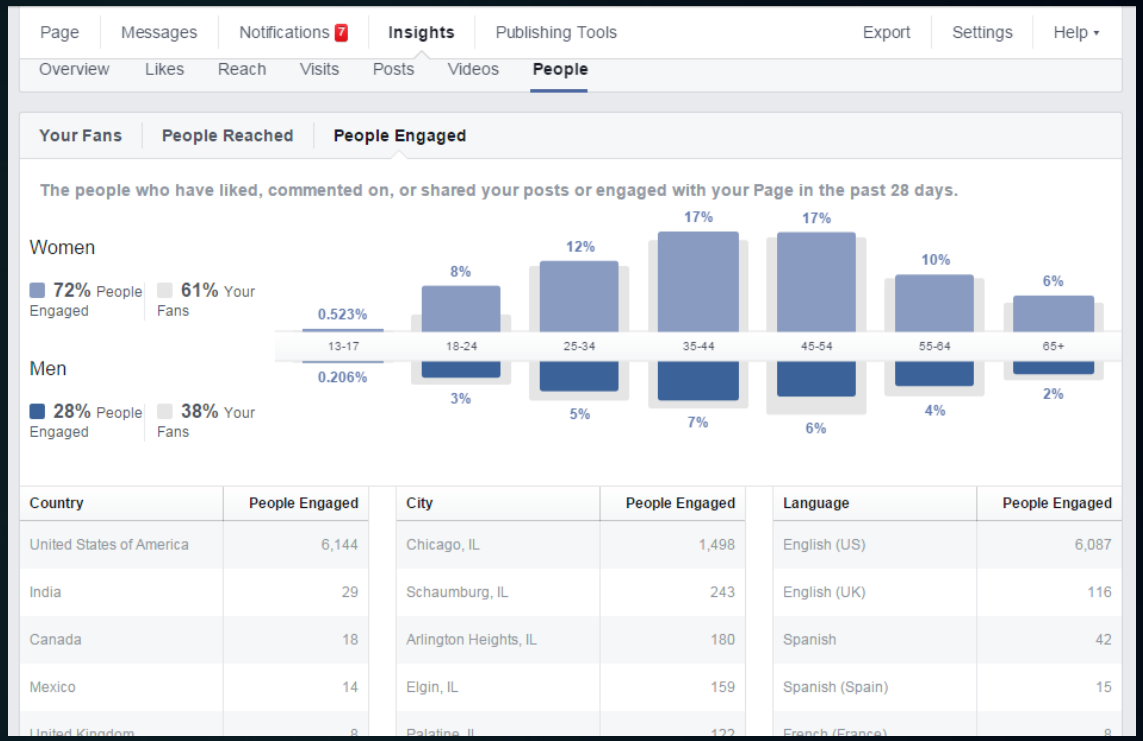
Posts

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



People

- Demographic information on people accessing your page

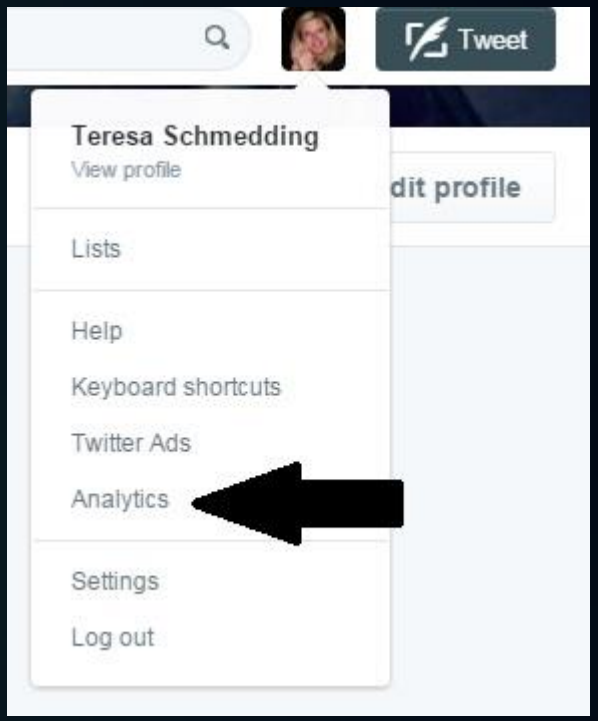


And all this will change

- 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

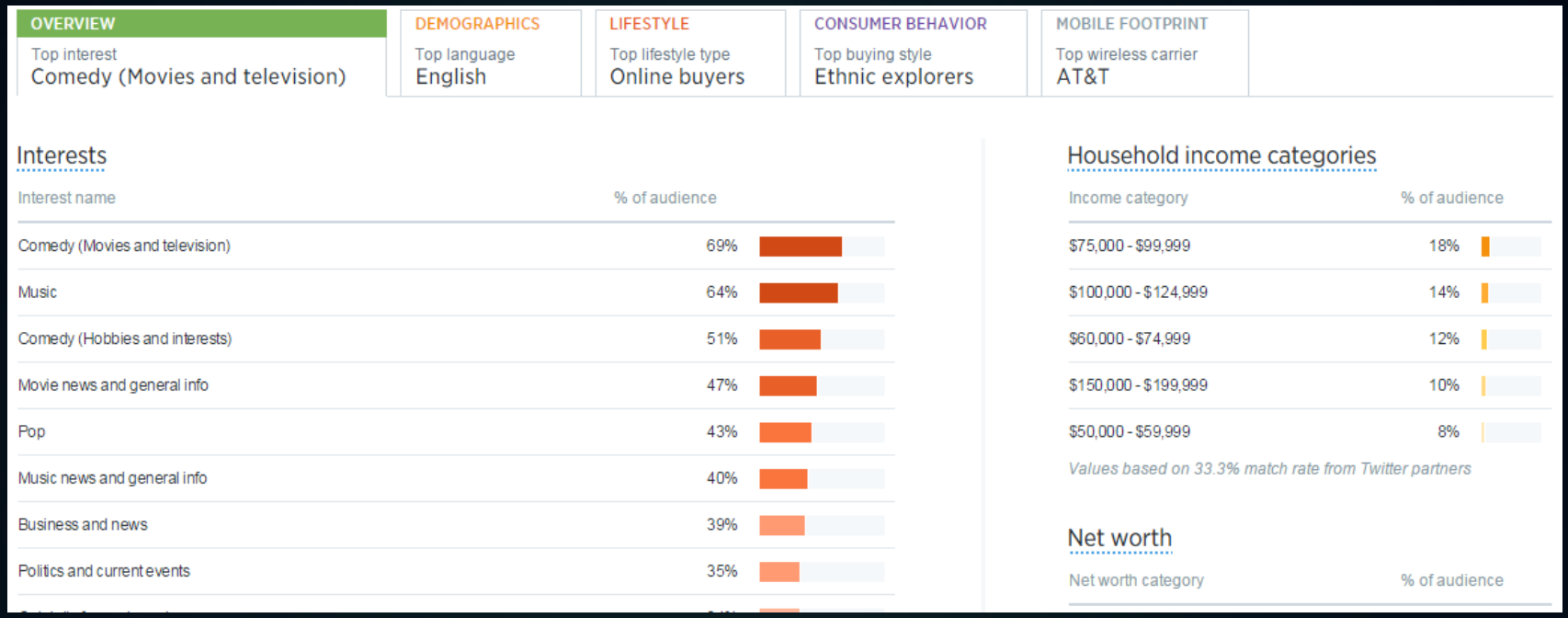
●●●●○ AT&T
5:24 PM
Tweet activity
Teresa Schmedding
@tschmedding
#FlyTheW
pic.twitter.com/1C6zwC8S7N
Impressions
1,883
times people saw this Tweet on Twitter
Total engagements
64
times people interacted with this Tweet

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

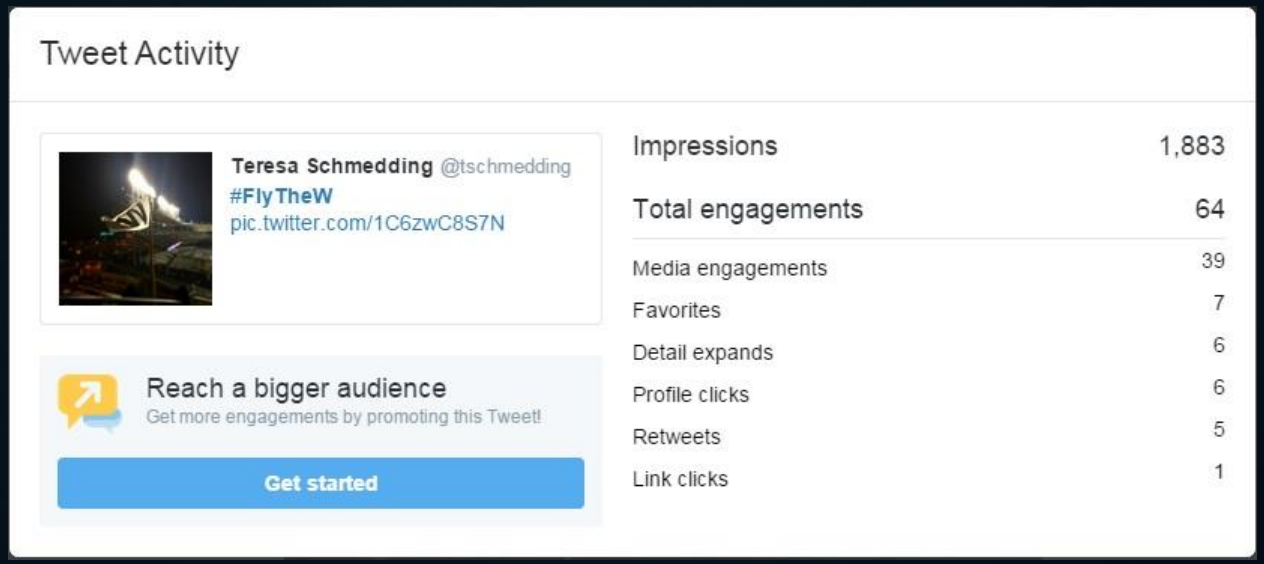
What you can see

- 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
Top interest
Comedy (Movies and television)
DEMOGRAPHICS
Top language
English
LIFESTYLE
Top lifestyle type
Online buyers
CONSUMER BEHAVIOR
Top buying style
Ethnic explorers
MOBILE FOOTPRINT
Top wireless carrier
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%
Household income categories
Income category
% of audience
$75,000 - $99,999 18%
$100,000 - $124,999 14%
$60,000 - $74,999 12%
$150,000 - $199,999 10%
$50,000 - $59,999 8%
Values based on 33.3% match rate from Twitter partners
Net worth
Net worth category
% of audience

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

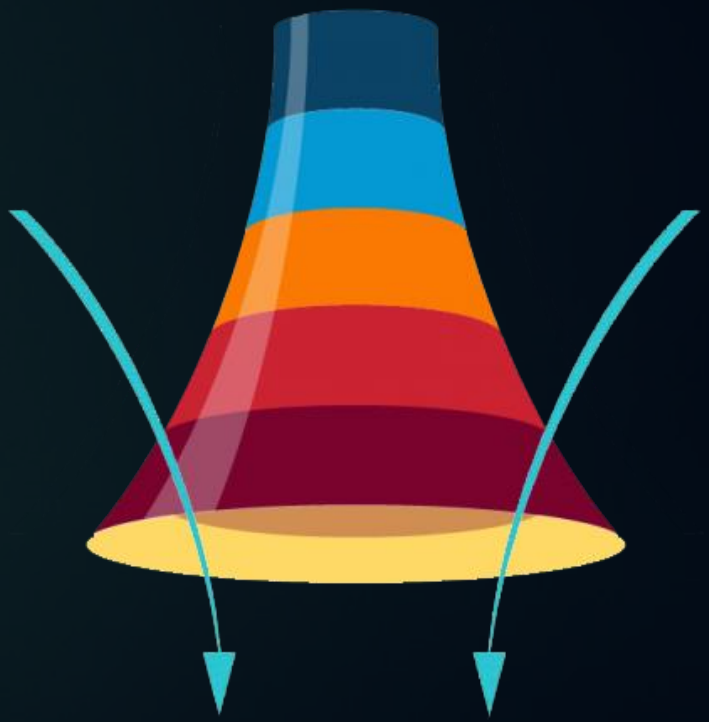
- You see a big drop in Facebook referral traffic. What could this mean? What other metrics would you look at?

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.

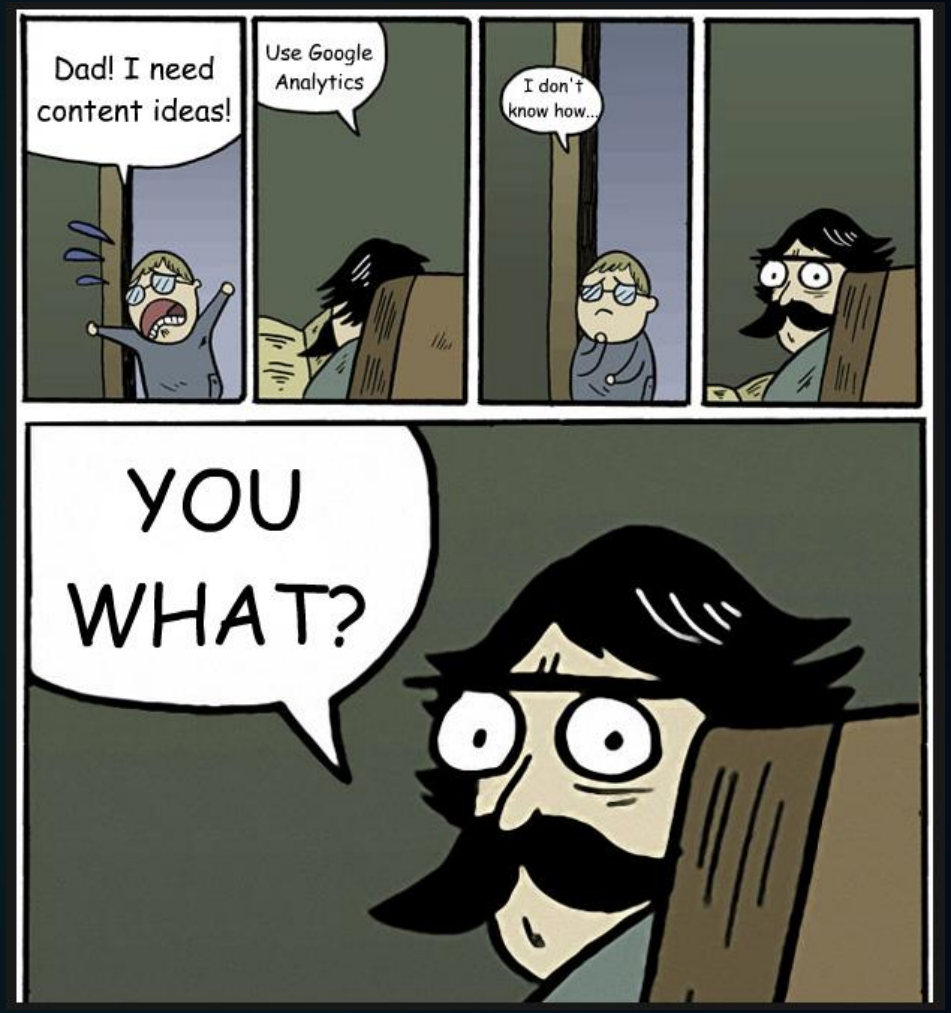


Selective measuring

- 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 correlation v. 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.