Social media analytics
What we’ll cover

● Data v. analytics
● Facebook and Twitter analytics
● How to apply them
Know the lingo

- CMP, CTR…

IF YOU COULD GET ME TO NUMBER ONE IN GOOGLE

THAT WOULD BE GREAT
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 on 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

- A snapshot of your performance over the past week.
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.

![Net Likes Graph](image)

Net Likes
Net likes shows the number of new likes minus the number of unlikes.
Reach

- Number of people your post was “served to,” which means the number of people who could see it in their feeds.
- Number of likes, dislikes, comments, shares, times your content was hidden or reported as spam.
You can Ctrl Click on any part of the chart to get a pop of stats on individual posts.
Visits

- How many times the tabs on your page were viewed. It also shows you the key referrers to your page.
Help you target when and what type of content gets the most interaction.
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
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 mentions
- 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
### Interests

<table>
<thead>
<tr>
<th>Interest name</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy (Movies and television)</td>
<td>60%</td>
</tr>
<tr>
<td>Music</td>
<td>64%</td>
</tr>
<tr>
<td>Comedy (Hobbies and Interests)</td>
<td>51%</td>
</tr>
<tr>
<td>Movie news and general info</td>
<td>47%</td>
</tr>
<tr>
<td>Pop</td>
<td>43%</td>
</tr>
<tr>
<td>Music news and general info</td>
<td>40%</td>
</tr>
<tr>
<td>Business and news</td>
<td>35%</td>
</tr>
<tr>
<td>Politics and current events</td>
<td>35%</td>
</tr>
</tbody>
</table>

### Household income categories

<table>
<thead>
<tr>
<th>Income category</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75,000 - $99,999</td>
<td>18%</td>
</tr>
<tr>
<td>$100,000 - $124,999</td>
<td>14%</td>
</tr>
<tr>
<td>$125,000 - $149,999</td>
<td>12%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>10%</td>
</tr>
<tr>
<td>$200,000 - $299,999</td>
<td>8%</td>
</tr>
</tbody>
</table>

Values based on 30.3% match rate from Twitter partners

### Net worth

<table>
<thead>
<tr>
<th>Net worth category</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Twitter analytics terms

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

## Tweet Activity

<table>
<thead>
<tr>
<th>Impressions</th>
<th>1,883</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total engagements</td>
<td>64</td>
</tr>
<tr>
<td>Media engagements</td>
<td>39</td>
</tr>
<tr>
<td>Favorites</td>
<td>7</td>
</tr>
<tr>
<td>Detail expands</td>
<td>6</td>
</tr>
<tr>
<td>Profile clicks</td>
<td>6</td>
</tr>
<tr>
<td>Retweets</td>
<td>5</td>
</tr>
<tr>
<td>Link clicks</td>
<td>1</td>
</tr>
</tbody>
</table>

*Reach a bigger audience*

Get more engagements by promoting this Tweet!

Get started
Twitter analytics terms

- **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 else 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?
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?
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.
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

Dad! I need content ideas!
Use Google Analytics
I don't know how...

YOU WHAT?
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.