

# Social media analytics

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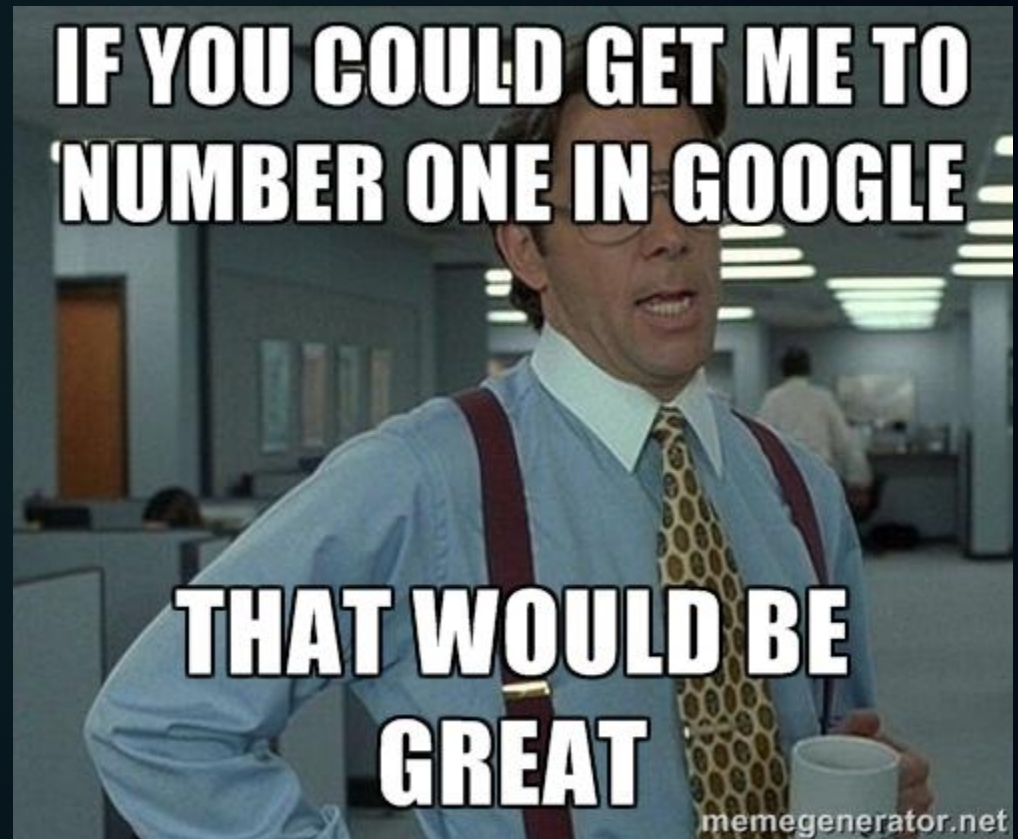
# What we'll cover

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



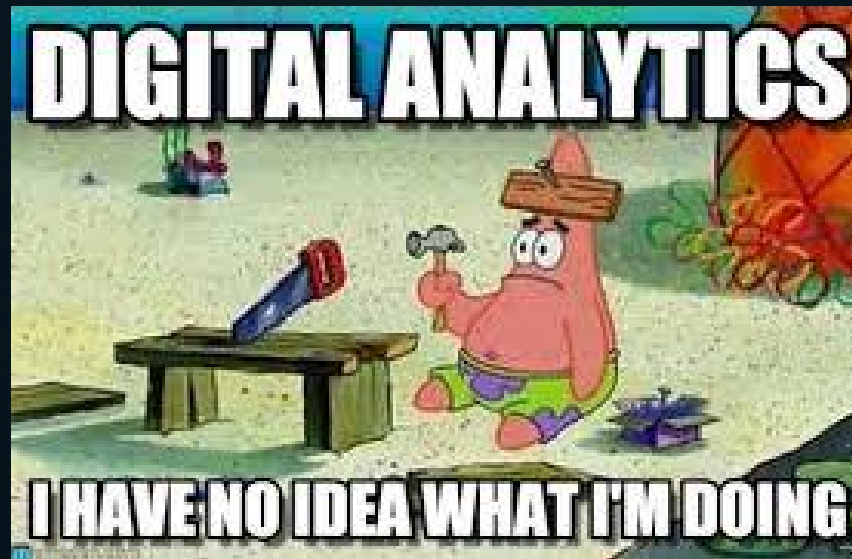
# Know the lingo

- CMP, CTR...



# Data v. analytics

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



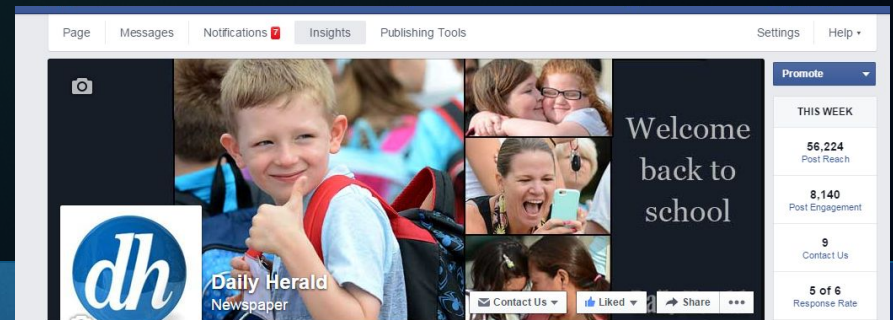
# Pros/Cons

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



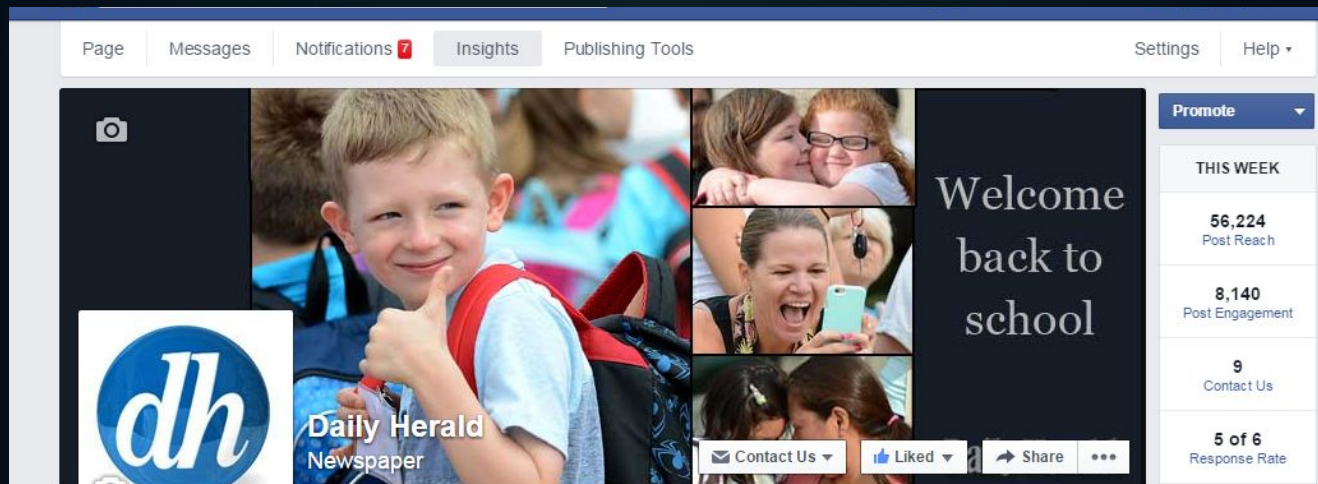
# Facebook

- **Facebook Page Insights:** Measures content shared 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.



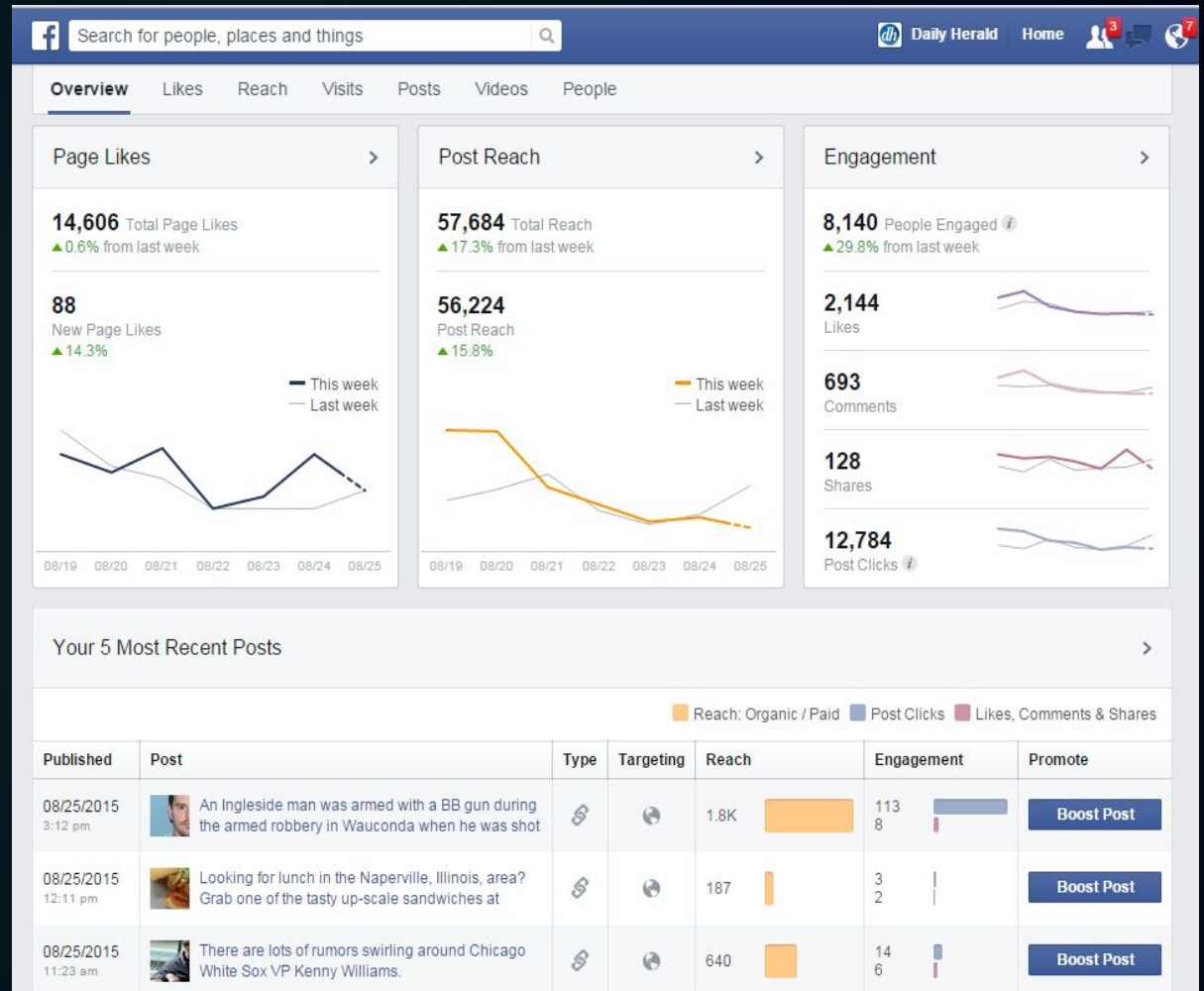
# Data available?

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



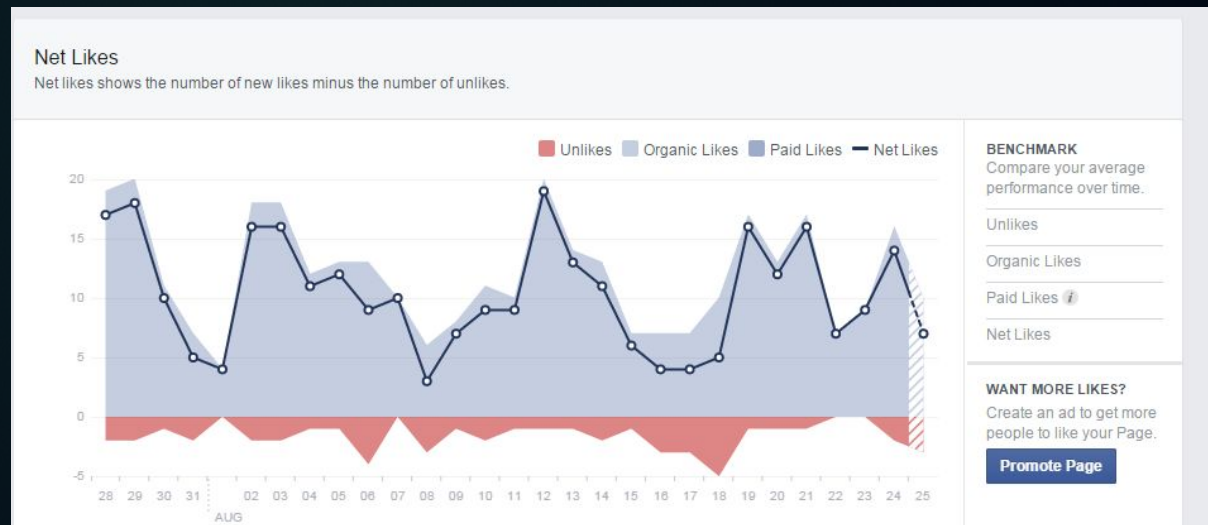
# Overview

- 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.



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



























Active Posts from August 20, 2015

Impressions: Organic / Paid

Post Clicks

Likes, Comments & Shares

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			9.5K	2.2K 115	<a href="#">Boost Post</a>
08/19/2015 8:28 am	 Hey Chicago Blackhawks fans...mark Aug. 29 down on your calendar to see the #StanleyCup			5.1K	339 206	<a href="#">Boost Post</a>
08/19/2015 7:15 pm	 Mmmmm, this is looking awesome for Schaumburg, Illinois, if you like breakfast, and			4.3K	342 411	<a href="#">Boost Post</a>
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			3.1K	255 27	<a href="#">Boost Post</a>
08/19/2015 9:16 pm	 ABC 7 Chicago obtained this picture of one of the bats the Will County Health Department has			2.3K	133 16	<a href="#">Boost Post</a>
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			2K	295 18	<a href="#">Boost Post</a>
08/20/2015 4:10 pm	 Hey Bloomingdale, Illinois residents -- that vacant Dominick's at Gary and Schick will finally be filled!			2K	204 75	<a href="#">Boost Post</a>
08/20/2015 12:45 pm	 Our thoughts are with Former President #JimmyCarter, who displayed such strength,			1.9K	45 9	<a href="#">Boost Post</a>

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

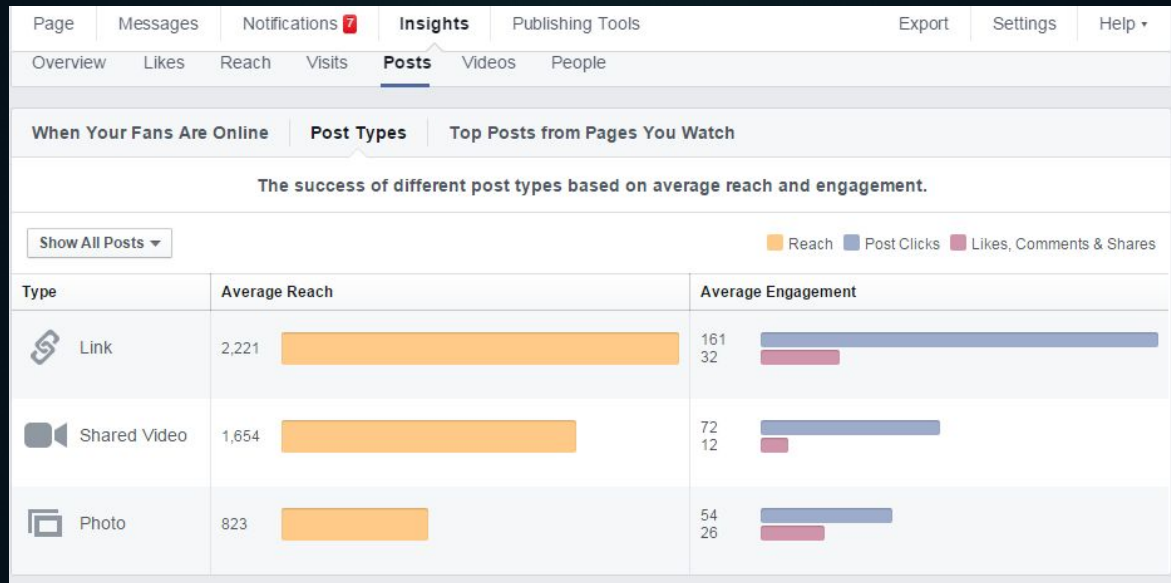
# Visits

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



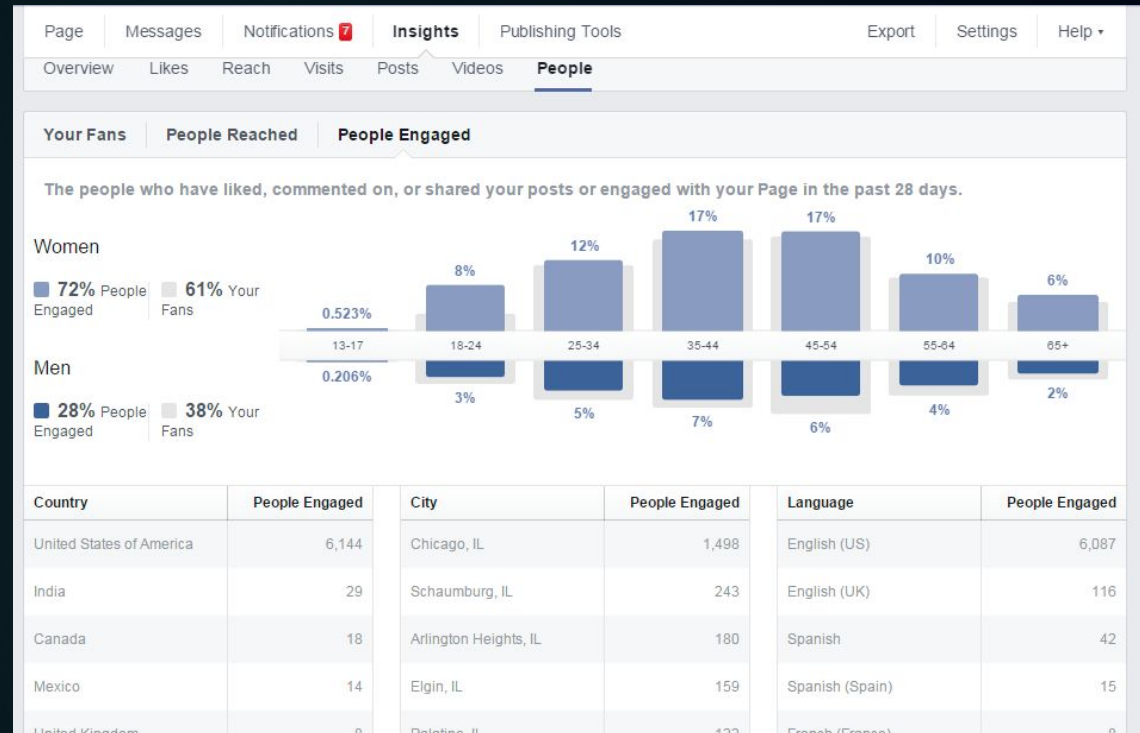
# Posts

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



# People

- Demographic information on people accessing your page.

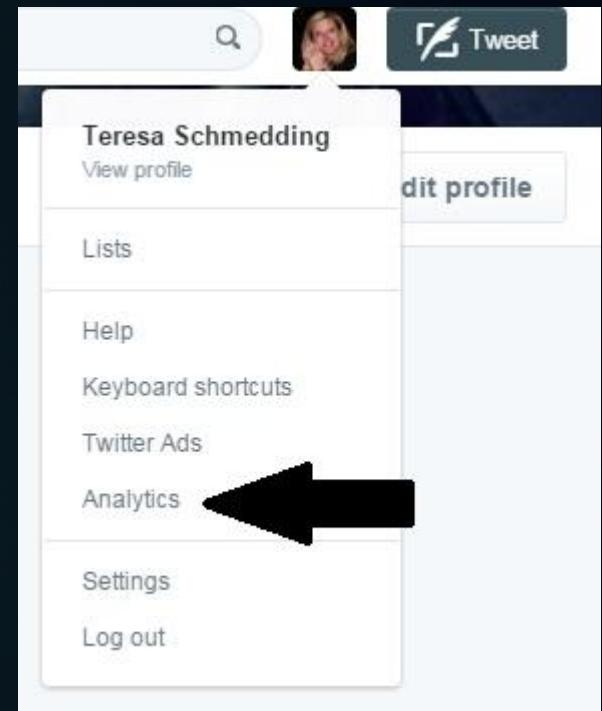


# And all this will change

- 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](https://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 

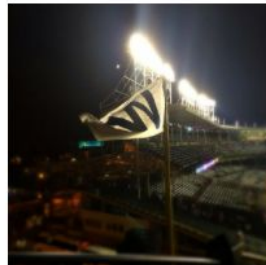


●●●○ AT&T

5:24 PM



## 🔒 Tweet activity



**Teresa Schmedding**

@tschmedding

**#FlyTheW**

[pic.twitter.com/1C6zwC8S7N](https://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

## 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%

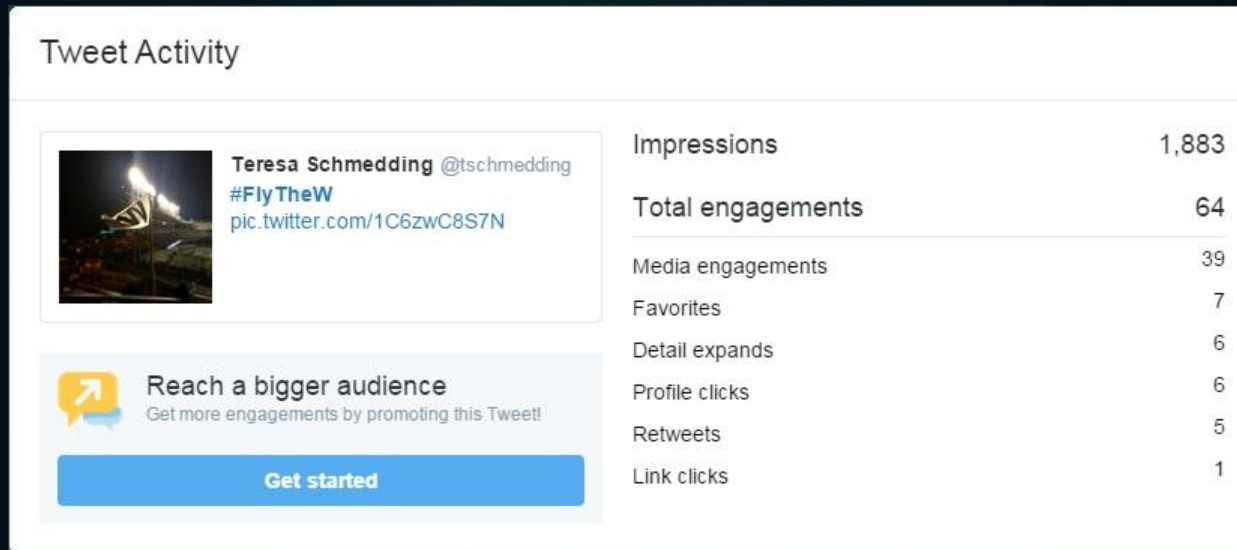
Values based on 33.3% match rate from Twitter partners

### Net worth

Net worth category	% of audience
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# 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.



# 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://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?

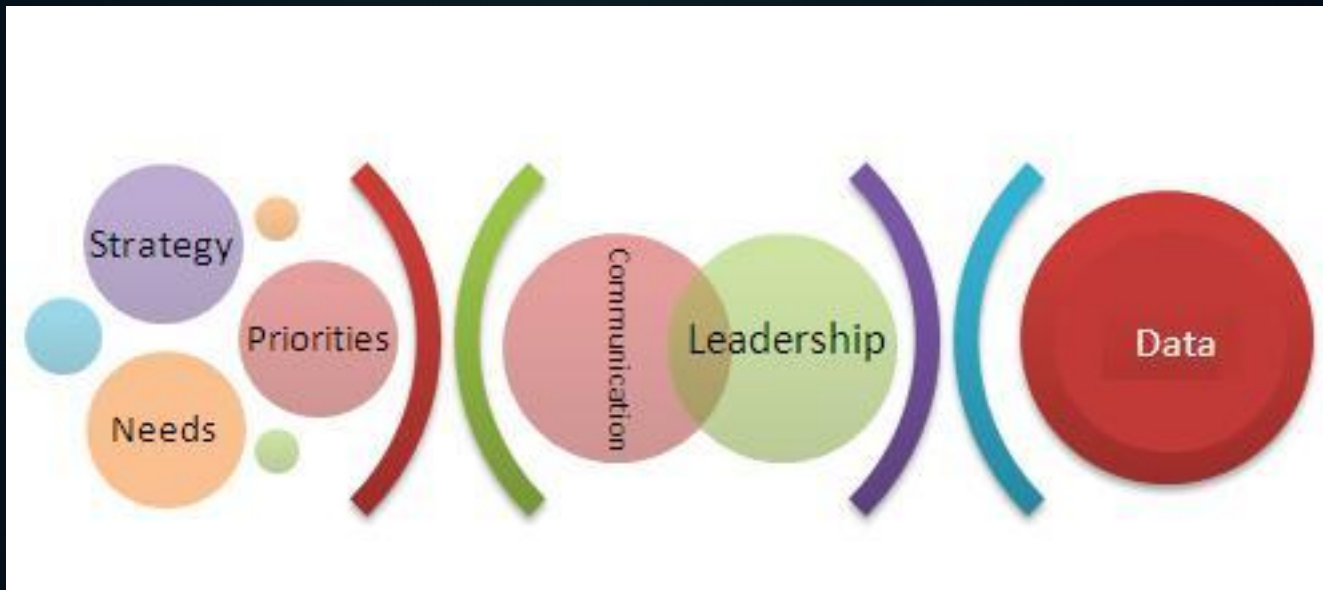


# Don't forget

- 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.

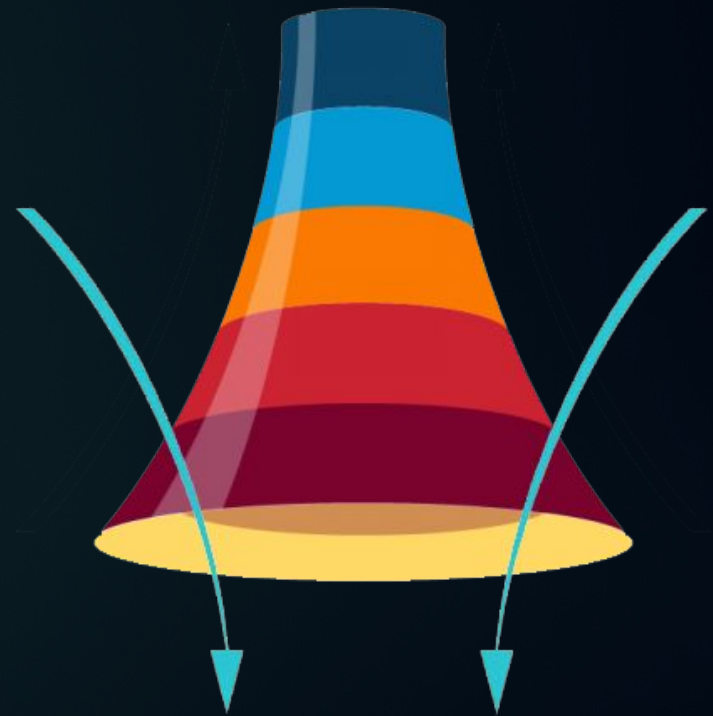
# Implementing

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



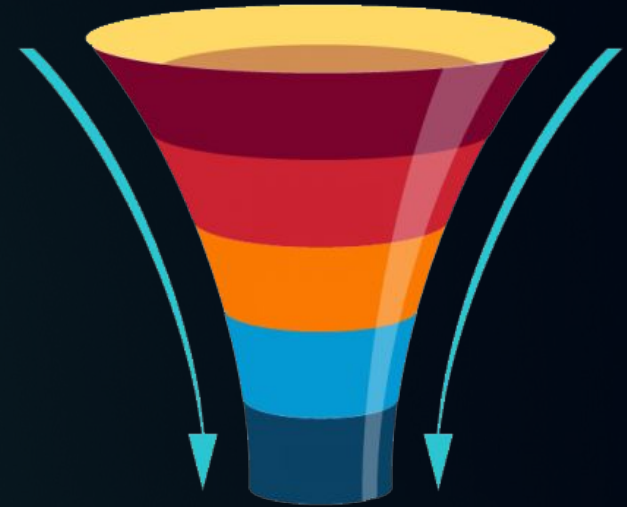
# Selective measuring

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

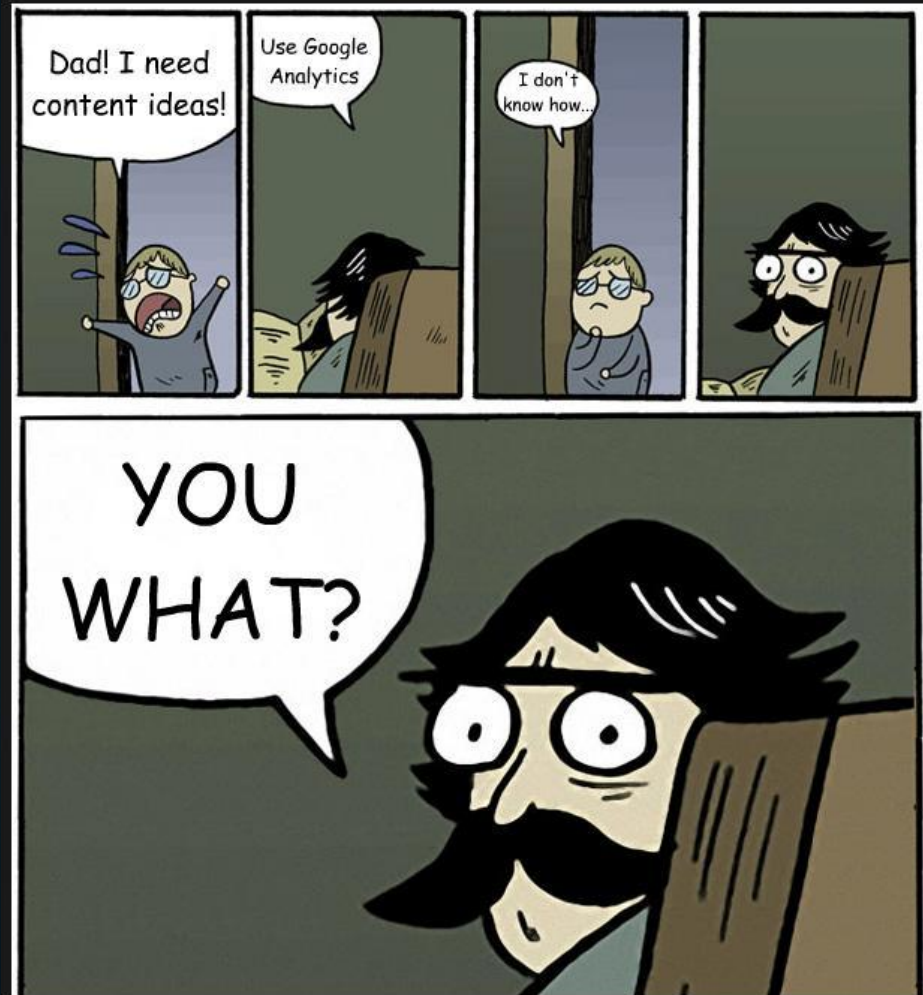


# Selective measuring

- 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.

