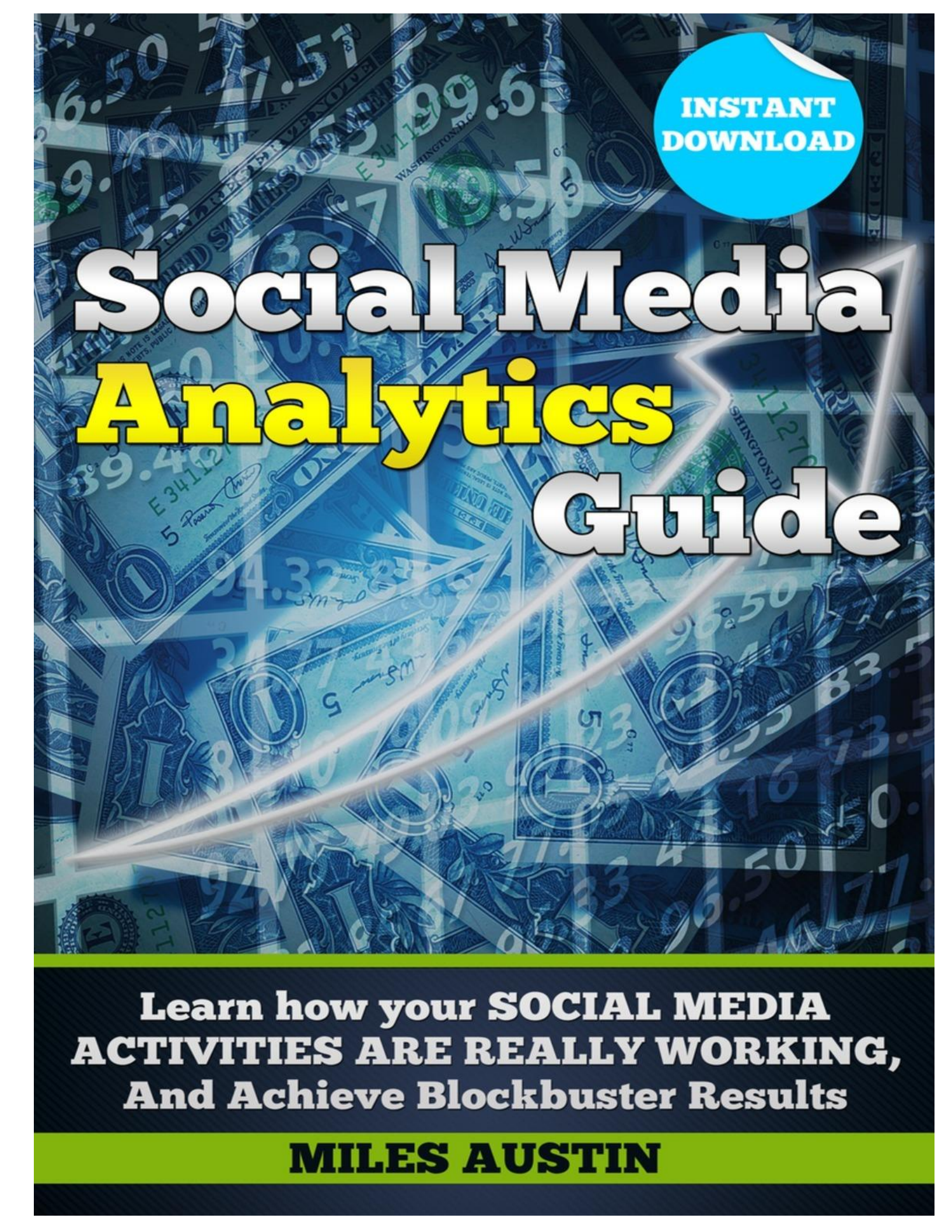




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Social Media Analytics Guide

**Learn how your SOCIAL MEDIA
ACTIVITIES ARE REALLY WORKING,
And Achieve Blockbuster Results**

MILES AUSTIN

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Introduction: Why Social Media Can Grow Your Business

Social media, as the name suggests, formulates media for the social sphere. That means media your business produces reaches audiences you would previously have had to pay a lot of money to reach. Consider social media use your outlet to a more cost-effective lead generating method beyond “traditional” media, like billboards, mail, etc. Social media is just smart.

But social media and social media planning isn’t easy. Younger people may have social media figured out, because “outreach” is a concept innate to people trying to navigate the world for the first time. Outreach as a concept, however, can leave many other business owners scratching their heads.

Online marketers, business owners and other social media users know that there’s a method to their madness—to discovering how to use social media, who you reach on social media, how to share your message and, most importantly, how to funnel social media followers into potential customers or clients. Making Facebook posts at random, without any given thought to your goals—and doing the same for Twitter, Instagram, Google+ and more—won’t help your business generate any audiences anytime soon.

Businesses need help; they need a tool that will tell them quickly who they currently reach with their posts and how they can reach the audiences they want. This entails everything from posting when your audience is online, to posting content your audience already likes, to knowing the age and occupations of your audience. Where do you find this information? Businesses use the Analytics and Insights software that comes with every

single social media platform to form their audience, track where they come from and track where they're going.

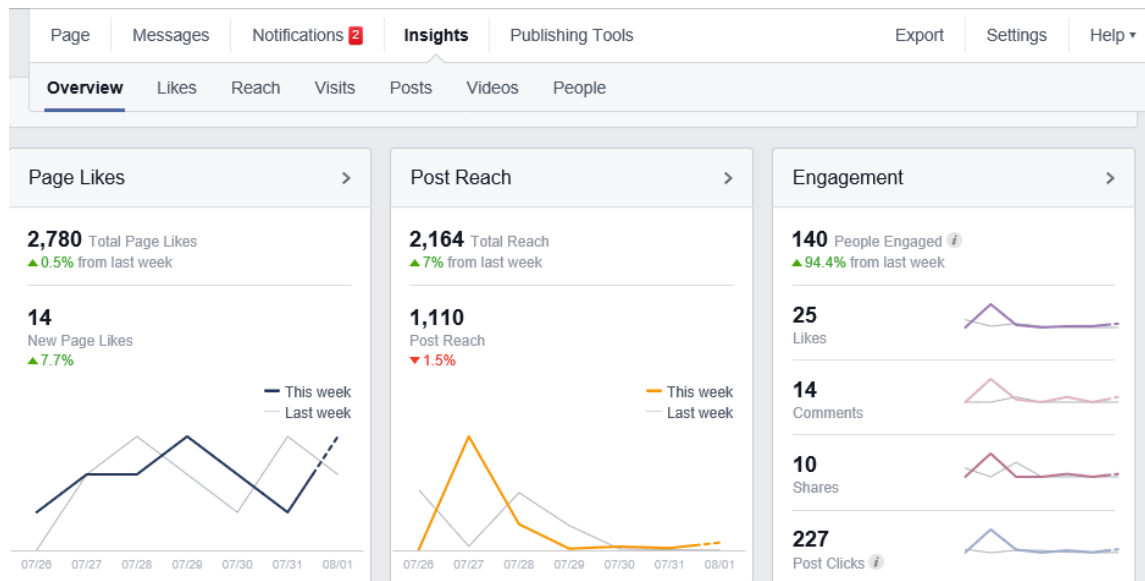
Once done, businesses can formulate content that will attract more interested users and build a dedicated audience more quickly. Companies form a social media plan by first studying social media analytics.

This book will guide you through the world of social media analytics—the different platforms, tools and statistical language—and help you formulate a content marketing strategy sure to build your audience and brand.

How To Access Facebook Insights: An Overview

The Facebook Analytics page is among the most detailed you'll find across all platforms, for good reason—Facebook, if nothing else, should be your priority social media platform. Your business should isolate which social media platforms make sense, but you should isolate those platforms after getting a Facebook page. Your page will go great lengths to tell you your audience specs.

On the top of your business page (which should *not* be your personal page), you will see a floating toolbar that follows you when you scroll down the page. Click on the tab titled “Insights” to reach the main hub, the “Overview” page.

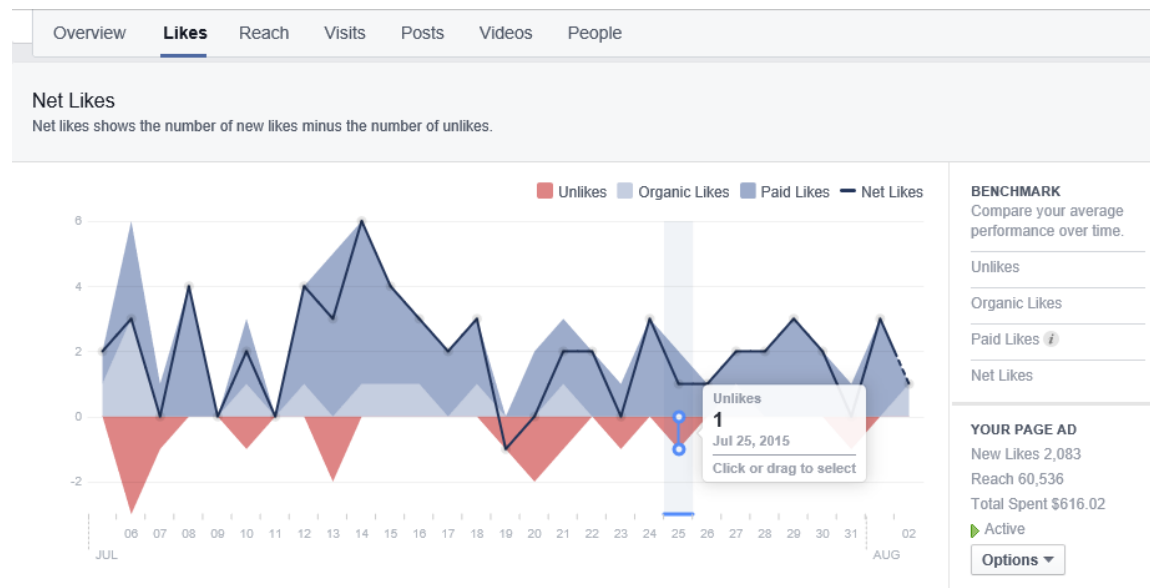


Overview

This is the “Overview” tab of your page Insights tool. The Overview tells you the basic diagnostic information upfront. At a glance, you can see if your page likes are on the up or down, if your postings that week grabbed your audience, and how well your audience responded to the posts they did enjoy. If all of your charts are rising and your stats are green, you can probably keep posting as you were. If you find that your likes, reach, etc. are going down—and especially if they’re going down over time—you might want to investigate their specific tabs and diagnose the problem.

Likes

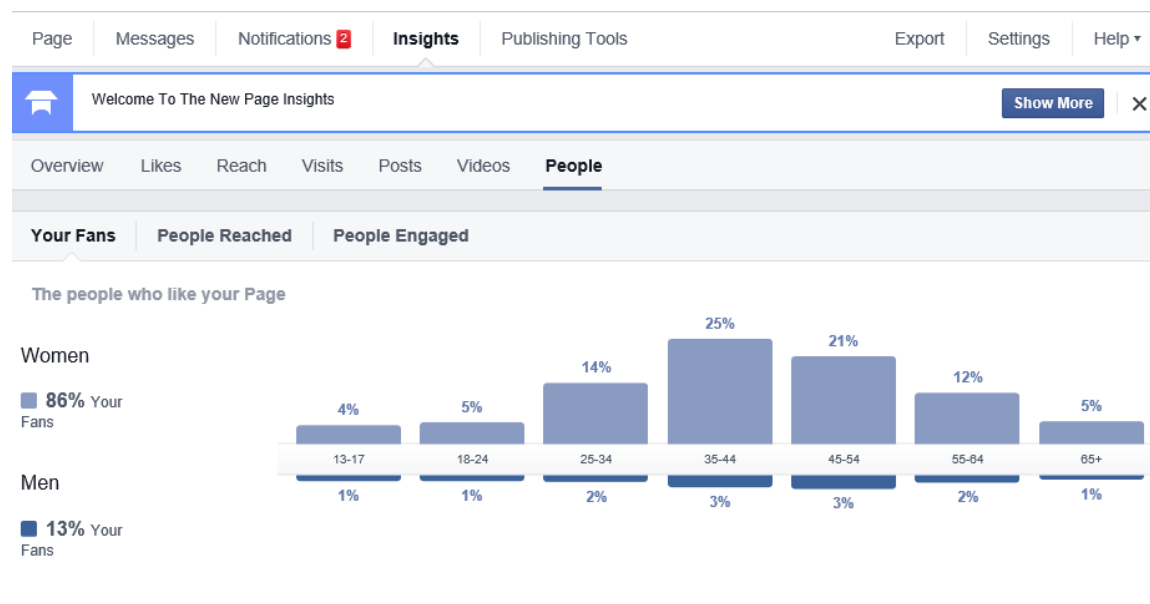
The “Likes” tab tracks your “like” trends for a month – how many people like your page. “Unlikes” occur when users unfollow your page, or hide your posts, and can happen for a variety of reasons. It will also tell you whether the like was paid (as a result of an ad) or organic:



You can use this information to help determine the popularity of things you have posted. If your chart suddenly spikes, see which post was responsible and try to emulate those posts in the future. If your chart plummets, or you posted something that caused a few red “Unlikes,” think again before producing the same variety of content, or consider re-packaging that content.

The other tabs, like “Reach,” “Visits” and “Posts,” tell you how much people are sharing your posts and what they do once they see your posts. Make engaging content, like photos or video posts, to make your posts shareable and raise your reach. Call your audience to visit your business page, or give them an incentive to do so, to raise your visits. After these tabs, however, the most important will be your “People” tab.

People



The great thing about the “People” tab is that you can pick and choose which things you want to research; the tab tells you how many of each type of person visits your Facebook page. At first glance, you will see how many people of which ages and genders visit your page. Once you know those, you can isolate their interests, when they’re on Facebook most (because that’s when you will want to post most often), what websites they visit, what jobs they have, even what kind of “interest group” they belong to.

Facebook then allows you to make “custom target” audiences. You can tag your Facebook posts so that only this audience can see your posts, greatly increasing the probability of post likes and shares. For more information, explore your Facebook Insights tool, under the “People” tab.

Once Facebook more or less tells you which audience likes your business best, you can take your brand to other social media accounts and target those audiences specifically.

How To Access Twitter Insights: An Overview

Twitter's Analytics tool is much more insightful than many users understand—in large part, because it has its own webpage. Twitter has a soft-core reading of the number of impressions, clicks and post-shares (here called “re-tweets”), but visiting analytics.twitter.com tells you everything you need to know about your site through a convenient Analytics page.

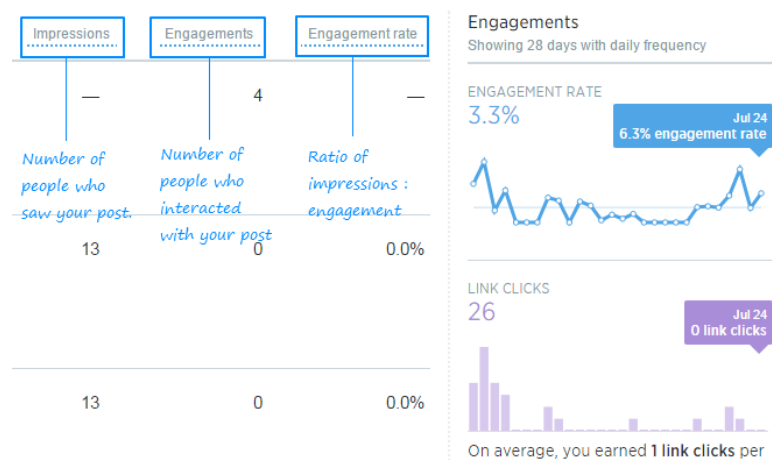
The page will first prompt you to log in with Twitter. Then, based off as many posts as you wish (though more accurately the more you post and gain followers), Twitter can tell you audience-narrowing stats that make your posts (“tweets”) more effective.

Tweet Activity



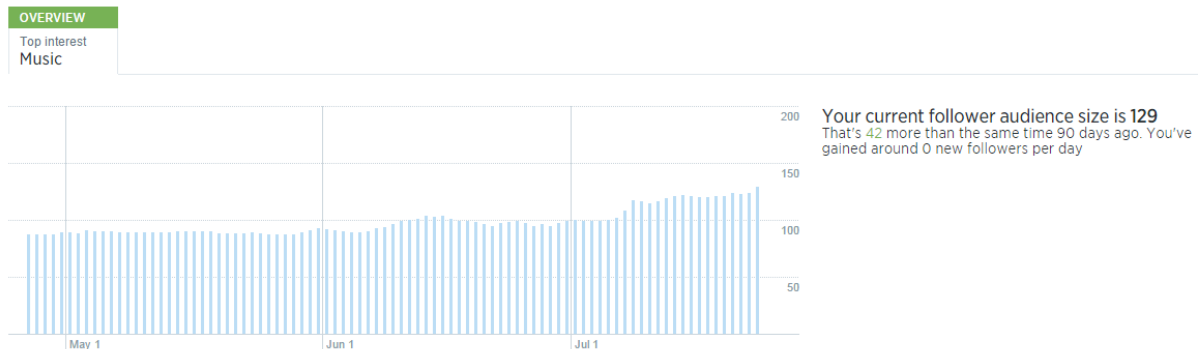
After logging in, you can immediately see your twitter activity. Here, you can see your best-acting tweets over the course of a month. The chart below tells you which tweets—either chronologically, or through your “top

tweets”—gained impressions and engagements, and how many users that saw your tweet actually interacted with your tweet.



- **Impressions:** The number of people that saw your post. If you want more users to see your posts, try adding relevant **#hashtags**. Twitter generates group topics with the “#” symbol. If you use the symbol to designate a topic for your tweet, other users will be able to find your post more readily.
- **Engagements:** The number of users that favorited or re-tweeted your post.
- **Engagement Rate:** The ratio of impressions to engagements. Your goal is to make this rate high, even if your engagements are low by comparison, because you want everyone that sees your tweet to want to share your tweet. You can accomplish this by finding your Twitter audience and making posts for those users.

Followers



Next to the “Tweets” tab, click the “Followers” tab and see a basic, yet effective, follower round-up. Your headlining graphic will be your followers’ top shared interest between them all. This gives you an idea of the audience you reach (and whether or not you need to modify your posts to reach a different audience).

Interests	
Interest name	% of audience
Music	77%
Comedy (Movies and television)	73%
Movie news and general info	65%
Pop	60%
Music news and general info	56%
Comedy (Hobbies and interests)	56%
Celebrity fan and gossip	48%
Drama	42%
Business and news	40%
Politics and current events	40%

Further down, Twitter will share all of your followers’ top ten interests. Below that, Twitter will share the gender of your audience. These help you tailor your Twitter posts and make sure they match your Facebook audience.

At the top of the page, you can isolate one specific category, or compare your users to the rest of Twitter, via the drop-down menu. The last option is to study your “organic audience.” This is the most important schematic. Twitter will tell you the top interests of the audience that chooses to follow your account (read: a free audience), their interests, their shopping habits, even their income, occupation and more. These tell you everything from the most likely successful topic tweets, to the likely times they will be online—in the mornings and evenings if parents, for example, or during the day and late at night if single and young—and the overall “tone” your tweets should carry to make them relatable to your audience.

Treat Twitter like a front-page headline platform and gear your posts to funnel your audience elsewhere. To do this, you must know your audience metrics.

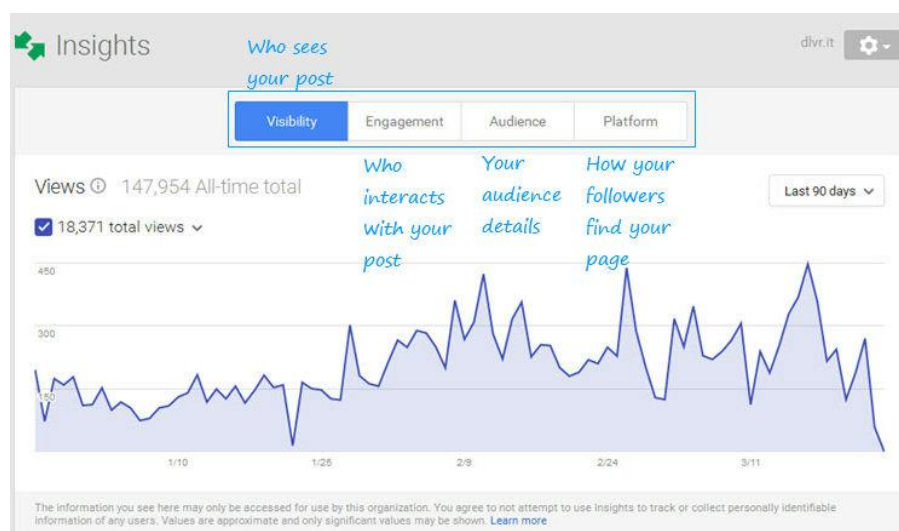
How To Access Google+ Insights: An Overview

Google+ matters because Google cares for the company that uses their landing platform. Innovators, creators and business people flock to Google+, but most importantly the platform really helps raise your page rank on Google searches. Posting to Google+ helps verify both your posts and your business as trustworthy enough for a decent search result.

Access Google+ by visiting plus.google.com and logging in to your business page.



Here, you will see a first glance at the number of your total (30 day) views, engagements (actions) and follower-count. For details, click "view insights."



Your overview page gives you a birds-eye view of your activity levels. As with the others, you can diagnose actions you want to repeat and actions you want to stop by seeing the high and low points and noting patterns and irregularities.

This page is the “Visibility” page, and tells you your impressions—“impressions” are the number of people that see, or could have seen, a page or platform. Google+ refers to your post as it appeared anywhere, from your page to someone else’s dashboard.

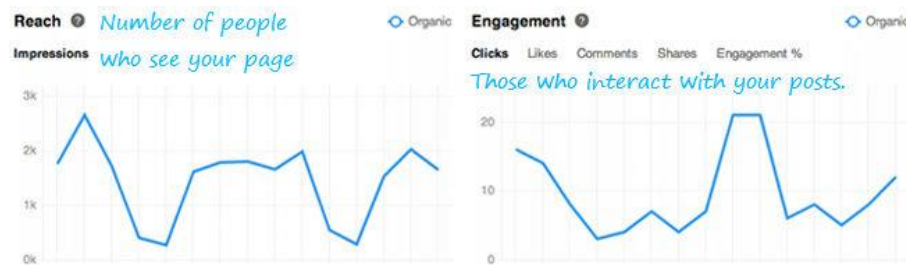
The “Engagement” tab will show you which posts received the most engagement; these are repeatable insights and good notes for which posts will work best on other social media platforms.

The “Audience” tab, as with the others, tells you your audience statistics and helps you refine your posts. Take note—you may discover that you reach a completely different audience on Google+ than on Twitter. This is why you don’t begin social media engagement before you know your brand’s “feel,” or message. This will tell you whether to pursue the more social of the two (Twitter), or the more slow-paced, detailed and business/creator oriented (Google+).

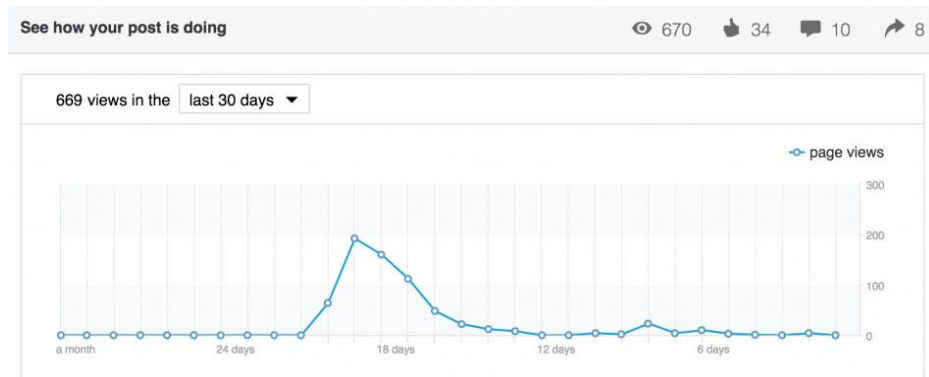
How To Access LinkedIn Analytics: An Overview

When (not if) you create your company's LinkedIn page, you can now find an "Analytics" tab on the toolbar of said page. This will show you a schematic not unlike the other tools we've seen thus far. Many will read the same way, but LinkedIn just recently posted an adjustment: a new "post" insights feature.

First, you will see two side-by-side charts that let you compare your reach (who sees your posts) with your engagement (who takes the next step and goes to your page, comments, or shares your posts).



Your goal is both high reach and high engagement along with that reach. Pay attention to which content your audience engages with most, and write—or even boost, to gain more traction—more of those posts. LinkedIn is a business site; it isn't as difficult to gauge your audience interests. If you wanted to, however, you can now access your "posts" insights, through the Analytics platform.



This page shows you your most viewed posts at a glance. You can click through to the post links themselves, to see the engagements in person. Further down the page, you can now see the insights of your post likers, commenters and sharers.

Demographics of your readers

Top 4 industries	Top 4 job titles	Top 4 locations	Top 4 traffic sources
28% Marketing and Advertising	31% Founder / Partner	61% Edinburgh, United Kingdom	45% Groups
12% Information Technology a...	11% Business Owner	9% Glasgow, United Kingdom	26% LinkedIn.com
9% Management Consulting	7% CEO / Executive Director	4% Lynchburg, Virginia Area	10% LinkedIn Pulse
7% Professional Training & ...	6% Non-profit Board Member...	4% Sydney Area, Australia	9% Google Search

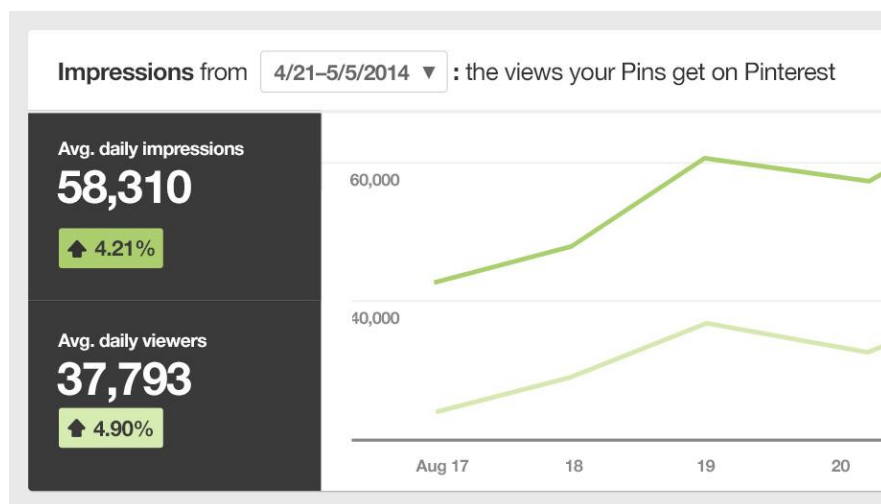
LinkedIn is a business platform and so show you demographics based on the companies your follows like and where they come from to find your page. "Top 4 traffic sources" give you an idea of areas where you can engage further audience members next.

How To Access Pinterest Analytics: An Overview

Treat Pinterest like a website sneak-peek—especially if your website offers services, products, or maintains a visual component. Once you build a business account, viewing your analytics via analytics.pinterest.com will let you see which posts funnel more users to your business website and gives you more specific interest metrics.

For Pinterest, the most important metrics are the following three:

Impressions



With impressions (the number of potential eyes on your board) and the viewer numbers stacked, you can see how closely your posts are actually seen. If your viewer and impression lines are spread apart, as shown, you may need to create more eye-catching content.

Interests

More than anywhere else, *Pinterest* caters to interests. It's in the name.

Interests: What your followers are into



This metric, of course, tells you which posts will get more shares (also called “repins”), but will also tell you what your posts should *look* like to garner that attention. Follow the listed interests right to their topic “pinboards” and see how other users are a) talking about those interests, b) portraying those interests, c) linking those interests back to their personal pages. Mimic the most successful styles with your board.

Repins

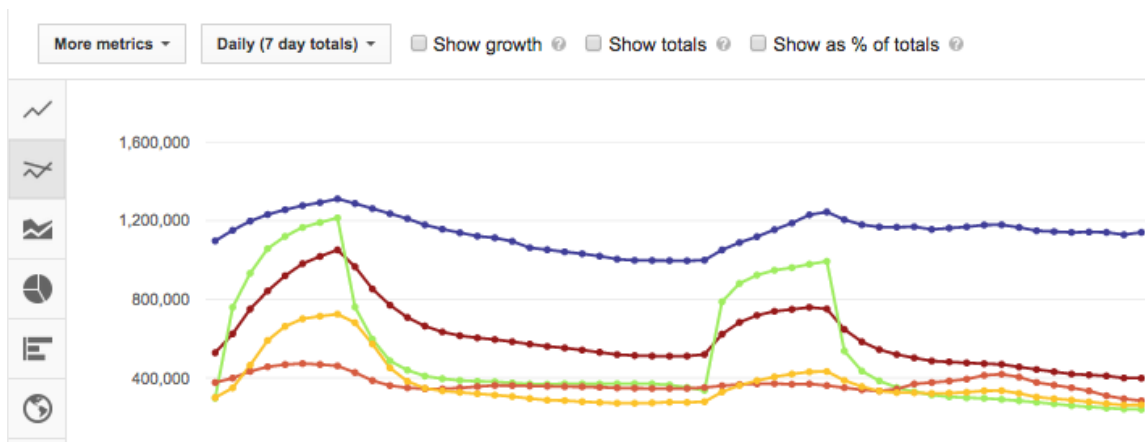
Most repinned Pins from the last 30 days		Repins
	Photograph SF with our city guide.	1,018
	Rugged and durable, this canvas pack is made...	958
	These shades are perfect for summer.	855
	We've scoped out the best places and gear for...	842
	Get geared up for camping with our checklist.	732

This almost goes without saying. Use your most pinned posts as a divining rod to see what you must post to drive traffic to your webpage. Remember: Pinterest posts are all click-through posts.

How To Access YouTube Analytics: An Overview

And finally, YouTube—the video-hosting and sharing website—allows you to see the metrics of your YouTube channel. You can find Analytics one of two ways: via youtube.com/analytics, or on the arrow next to “Upload” at the top of your channel page.

Because YouTube centers around video content, the most important metrics tell creators how long a user views their video. You can find stats like these in the “Overview” report.

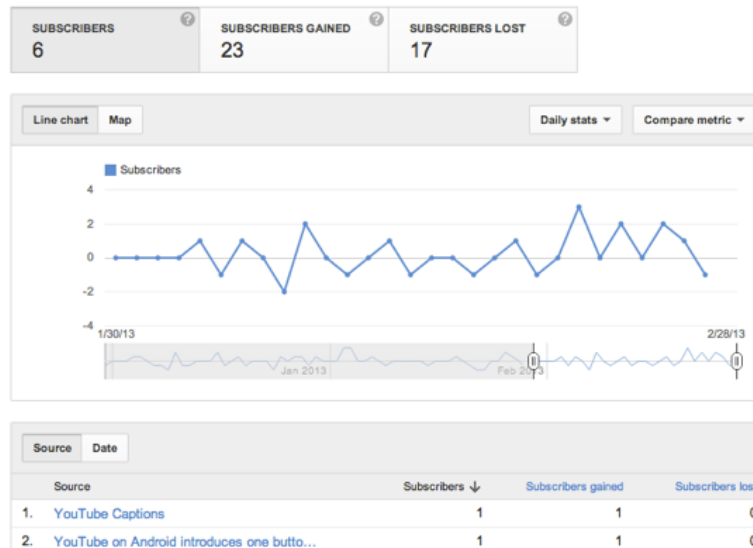


You can't see the labels here, but this graph lines up different user metrics in comparison with one another. At the top of the page, you select the metric you want to study. These include statistics like, shares, comments, Likes, viewing time, popular videos, and more.

If users, for example, continually stop watching after a set number of minutes, consider making shorter videos.

Further down the report, you can access demographic information that, like the others, will reveal your audience's interests and what they came to your channel to find.

When users want to see your content in subscription format, they can “subscribe” to your channel, like one would subscribe to a TV channel. This is your goal: these are your dedicated audience members.



They also tell you how well you follow your audience demographic metrics. Are you replicating your most-watched videos? Are you making content that closely aligns with your subscribers’ interests? If you suddenly lose many subscribers, explore your analytics to diagnose which factors caused the change.

YouTube can become a very prevalent advertising platform, a call-to-action for your business. As your business grows, consider YouTube outreach to humanize your brand and help potential customers see what your business can offer.

Conclusion: Review

After a while, Analytics across all platforms begins to tell you more of the same information. Your first step will be tailoring your branding image and deciding what “voice” you want to portray. Then, you can pick the best-fitting social media platforms to find and channel your audience. Ideally, your brand voice and your audience voice will match; likely as not, you will both choose the same social media platforms.

Study “reach,” also called “impressions,” to see how often viewers have likely seen your posts. Study “engagements” to see how often viewers share your posts—and whether or not your posts are interesting enough to be shared. Last, study the demographics of your audience and, if you engagement is not where you want it to be, take these demographics into account when forming posts. Specs like age, interest, gender, location, retailers and job occupations all help you refine your target audience and tell you which post content will grab their attention. Statistics like times of day they spend online, their schedules, marital status, etc. all show you the times of day, even day of the week, you should be posting online.

As you have seen, there are many, many social media platforms. It can become tiring to go through all their metrics, one by one, and see their individual statistics. The solution? Find one analytics tool that will measure and compare multiple sites’ statistics, or contact a professional that can take over the technical work.

Here are just a few social media analytic-monitoring tools and platforms (prices vary):

- [Cyfe](#)—a dashboard hub for businesses where you can compare analytics and measuring tools across multiple social media accounts.
- [RivalIQ](#) – a powerful analysis tool that provides competitor analysis across all primary social platforms. benchmark, monitor and track your performance against that of your competition.
- [SumAll](#)—a similar site that creates reports based off analytics and offers boosting capabilities.
- [Hootsuite](#)—a well-known analytics measuring platform that offers both free and premium services.
- [Sprout Social](#)—measures all your social media impressions at once in comparison format to help you make more informed outlet and posting choices.
- [Sysomos](#)—analyzes analytics, but also mentions, keywords and popularity metrics, to help you assess how your plan is working (or not).
-

Even with one insight-centric hub, however, many businesses find they lack the necessary manpower to take the time and make smart social media moves based on the data. Data analysis is no joke. In this instance, finding a professional to monitor your accounts, track your data and produce results, frees up the time and energy best spent on helping your business grow.

Contact me at maustin@fillthefunnel.com for more information so we can discuss the right social media strategy for your business and boost your overall marketing success.