SO MANY TERMS

Is this what you look like when people throw around social media data terms interchangeably?
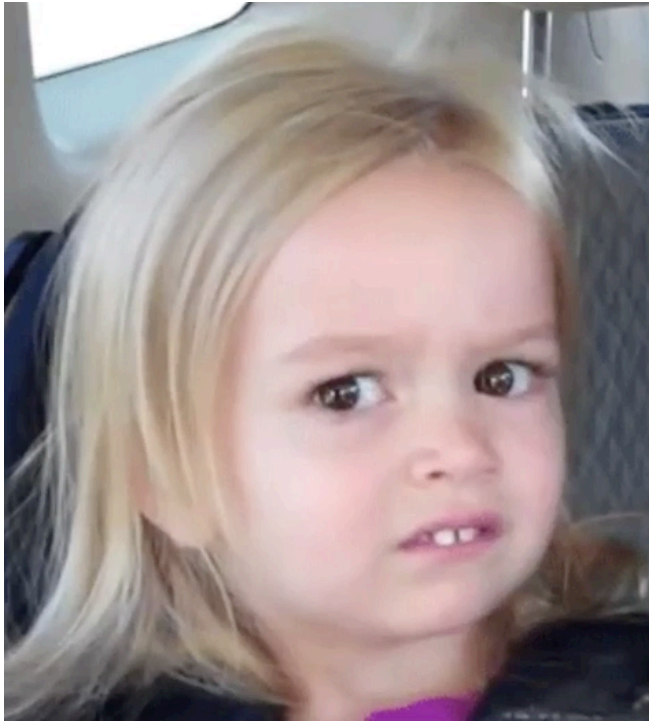
- Metrics

- Vanity Metrics

- KPIs

- Analytics

Psst…they aren't all the same!

KEY PERFORMANCE INDICATORS (KPIs)

KPIs are intended to measure success once objectives have been set. KPIs are progress markers that tell you whether or not you are on track to meet your goals. KPIs define a set of values against which the metrics are measured and support the overall business strategic goals and objectives.

METRICS

Metrics are mired in the past for the most part. They explain what is happening now or what happened. They are tangible numbers that are collected internally and can be used to track accountability. They support KPIs.

ANALYTICS

Analytics are future focused and answer specific, business-related questions. They are used to make predications and logical conclusions about future actions.

Which Metrics Matter?

KEY METRICS

ENGAGEMENT RATE (ON REACH, NOT FOLLOWERS)

The amount of engagement (likes, comments, shares, clicks) compared to (divided by) the number of users who saw the content (impressions).

IMPRESSIONS

The number of times your content is displayed to users.

FOLLOWERS

Number of users who opt in to receive your content and updates.

REACH

The number of users who saw your content, including users who don't follower your page.

VIEWS (VIDEO)

The number of times your video was watched, broken down into more detailed metrics.

Metrics At-A-Glance & How Platform Metrics Differ

Algorithms

Facebook: Post comments and replies from friends, relevancy

Instagram: Interest, timeliness, relationship, time spent on platform

Twitter: Recency, engagement, media type, user frequency

LinkedIn: Engagement (comments), all content types, @mentions

For all: post high-quality, timely content

While you were away | 2015

This module was meant to provide users with a recap of notable tweets they might have missed. Trends section introduced

Relevance model & ICYMI | 2017

Designed to predict which content users would find interesting. Twitter also replaced While you were away with In Case You Missed It
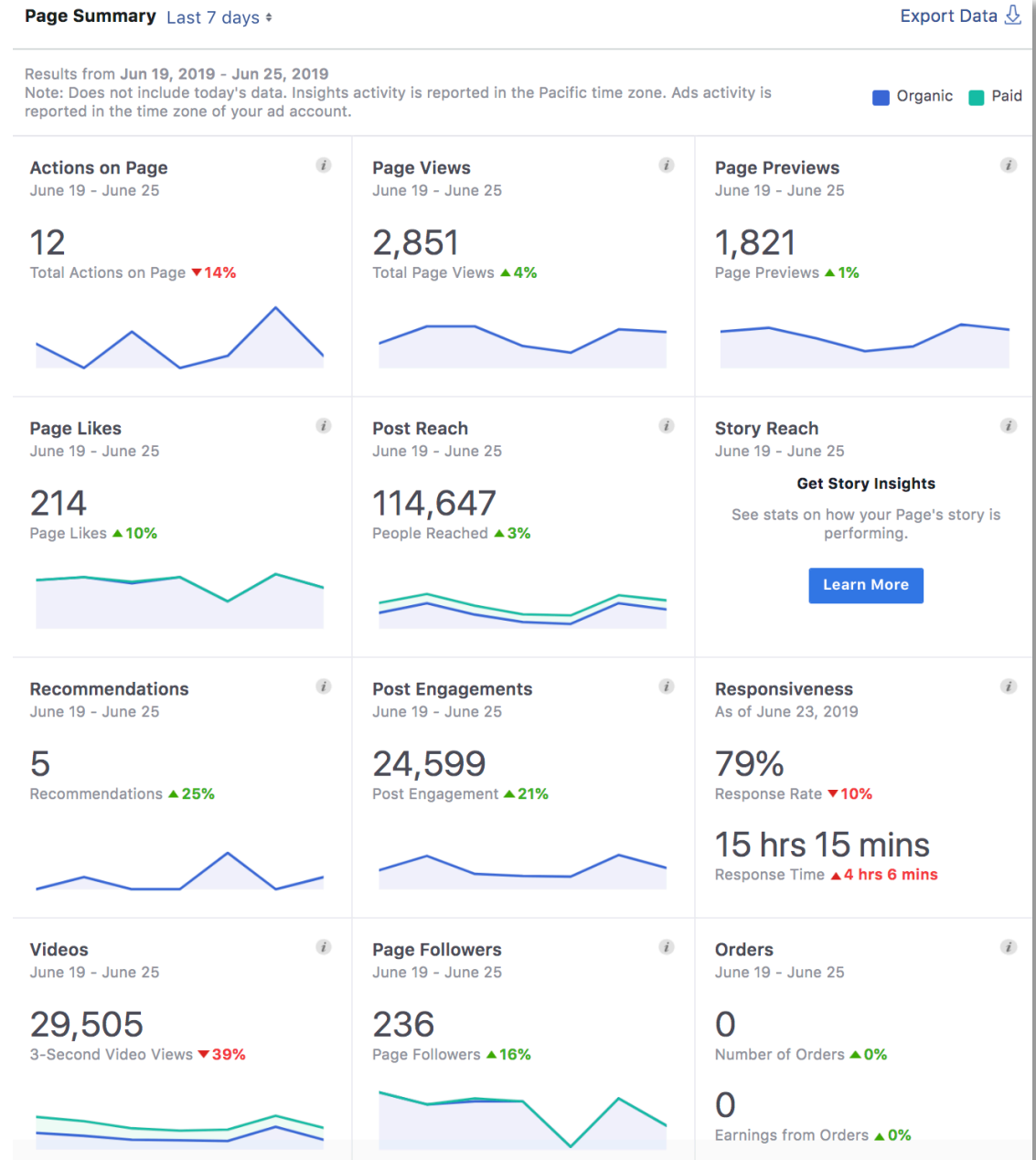
Top Vs. Latest Tweets | 2019

Users can now easily switch between an algorithm feed and a real-time feed

Facebook Metrics

The overview

- Facebook doesn't calculate engagement rate, so we have our own formula.
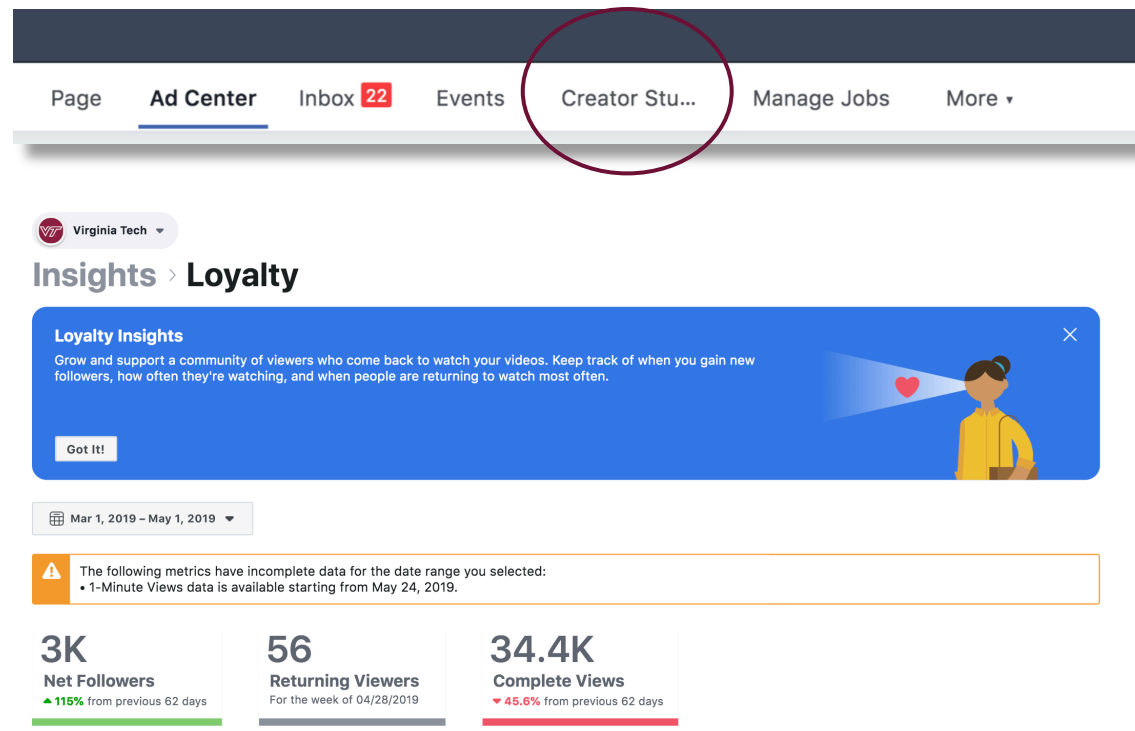- Impressions can be viewed in the data export.

New data export limit:
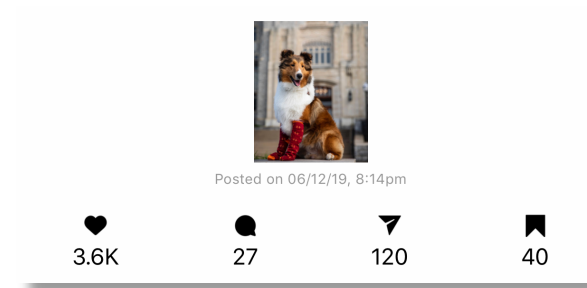500 posts at a time
(previously, four months)

Page Summary Last 7 days ⬍   Export Data ⬇
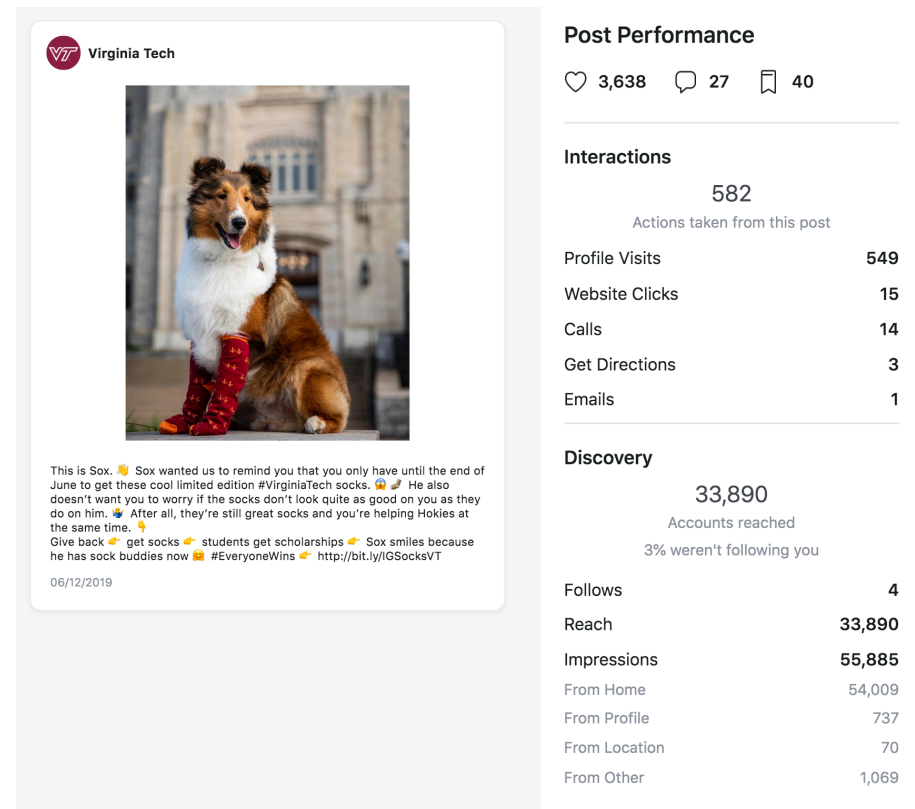
Results from **Jun 19, 2019 - Jun 25, 2019**
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page
June 19 - June 25
12
Total Actions on Page ▼14%

Page Views
June 19 - June 25
2,851
Total Page Views ▲4%

Page Previews
June 19 - June 25
1,821
Page Previews ▲1%

Page Likes
June 19 - June 25
214
Page Likes ▲10%

Post Reach
June 19 - June 25
114,647
People Reached ▲3%

Story Reach
June 19 - June 25
Get Story Insights
See stats on how your Page's story is performing.
Learn More

Recommendations
June 19 - June 25
5
Recommendations ▲25%

Post Engagements
June 19 - June 25
24,599
Post Engagement ▲21%

Responsiveness
As of June 23, 2019
79%
Response Rate ▼10%
15 hrs 15 mins
Response Time ▲4 hrs 6 mins

Videos
June 19 - June 25
29,505
3-Second Video Views ▼39%

Page Followers
June 19 - June 25
236
Page Followers ▲16%

Orders
June 19 - June 25
0
Number of Orders ▲0%
0
Earnings from Orders ▲0%

Facebook Metrics

New: Creator Studio

Can view Instagram insights here now
(but some features are missing)

Posted on 06/12/19, 8:14pm

♥ 3.6K   ● 27   ⬈ 120   🔖 40

Creator studio view

| Page | **Ad Center** | Inbox **22** | Events | Creator Stu... | Manage Jobs | More ▾ |

Virginia Tech ▾

Insights › **Loyalty**

Loyalty Insights
Grow and support a community of viewers who come back to watch your videos. Keep track of when you gain new followers, how often they're watching, and when people are returning to watch most often.

Got It!

📅 Mar 1, 2019 – May 1, 2019 ▾

⚠️ The following metrics have incomplete data for the date range you selected:
 • 1-Minute Views data is available starting from May 24, 2019.

3K
Net Followers
▲ **115%** from previous 62 days

56
Returning Viewers
For the week of 04/28/2019

34.4K
Complete Views
▼ **45.6%** from previous 62 days

VT Virginia Tech

This is Sox. 👋 Sox wanted us to remind you that you only have until the end of June to get these cool limited edition #VirginiaTech socks. 🧦 🧦 He also doesn't want you to worry if the socks don't look quite as good on you as they do on him. 🐕 After all, they're still great socks and you're helping Hokies at the same time. 👇
Give back 👉 get socks 👉 students get scholarships 👉 Sox smiles because he has sock buddies now 😊 #EveryoneWins 👉 http://bit.ly/IGSocksVT

06/12/2019

Post Performance

♥ 3,638   ● 27   🔖 40

Interactions

582
Actions taken from this post

Profile Visits	549
Website Clicks	15
Calls	14
Get Directions	3
Emails	1

Discovery

33,890
Accounts reached

3% weren't following you

Follows	4
Reach	33,890
Impressions	55,885
From Home	54,009
From Profile	737
From Location	70
From Other	1,069

Facebook Metrics

Post Details

Virginia Tech
Published by Fairen Horner [?] · March 28 · 🌐

Well, there is an otter in our Duck Pond. Yes, you read that correctly 😄 ...only at Virginia Tech 🦫.

You otter go visit our otterable new Hokie if you can, but please don't approach or feed our friend. Otter is happily living its best life, eating fish and keeping an eye on otter Hokies. 🥰

And don't worry — the otter ended up here just by following the stream (river otters are not unheard of in this area).... See More

✅ **Get More Likes, Comments and Shares**
Boost this post for $5 to reach up to 920 people.

247,271 People Reached   **59,611** Engagements   **Boost Post**

👍❤️😮 6.2K   780 Comments 1,418 Shares

❤️ Love   💬 Comment   ↪ Share

Performance for Your Post

247,271 People Reached		
16,709 Reactions, Comments & Shares ⓘ		
9,981 👍 Like	**4,694** On Post	**5,287** On Shares
2,612 ❤️ Love	**1,408** On Post	**1,204** On Shares
275 😄 Haha	**72** On Post	**203** On Shares
374 😮 Wow	**193** On Post	**181** On Shares
2 😢 Sad	**1** On Post	**1** On Shares
2 😠 Angry	**2** On Post	**0** On Shares
2,055 Comments	**1,175** On Post	**880** On Shares
1,437 Shares	**1,418** On Post	**19** On Shares
42,902 Post Clicks		
7,310 Photo Views	**3** Link Clicks	**35,589** Other Clicks ⓘ

NEGATIVE FEEDBACK
67 Hide Post   12 Hide All Posts
0 Report as Spam   0 Unlike Page

What to look for, in addition to the normal metrics (engagement & reach):

- Negative feedback:
  - Hides
  - "Hide all posts"
  - Page unlikes
- Share metrics

Ask yourself:

Is your content annoying/low quality or is it just being pushed to the same people too many times?

Facebook Metrics
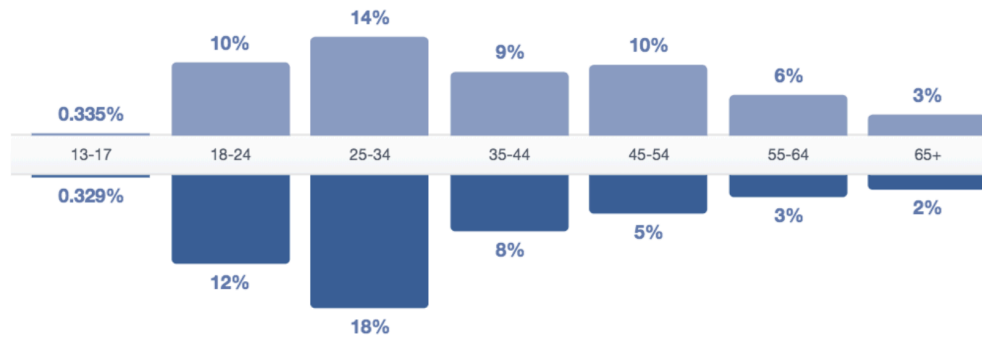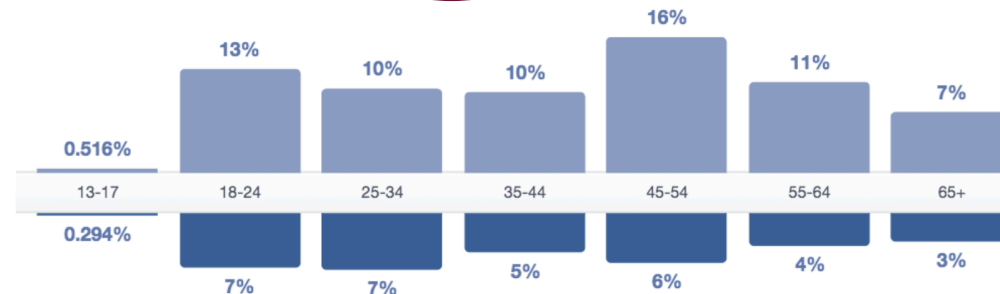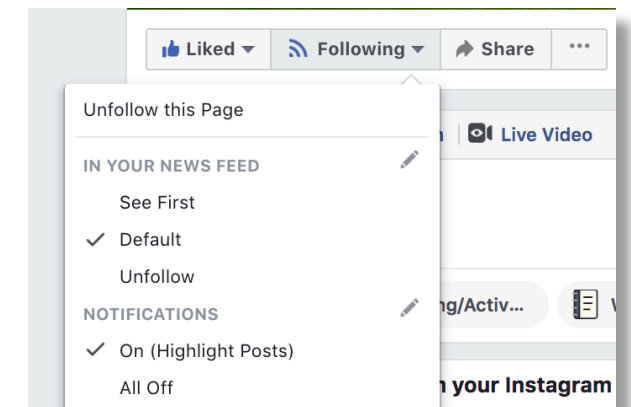

What to look for:

- Fans vs. Followers
  Fans = "like" your page
  Followers = "follow" your page
- Fans vs. People Engaged
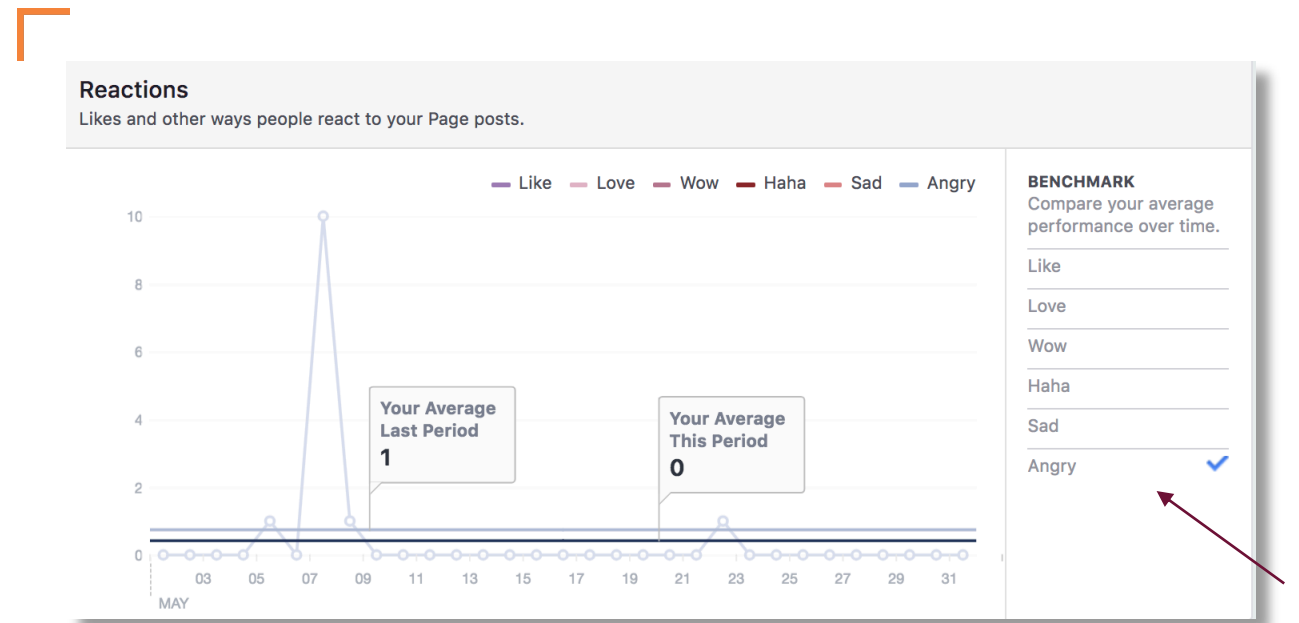
Ask yourself:

- Are users just following me? Unfollowing? Unliking?
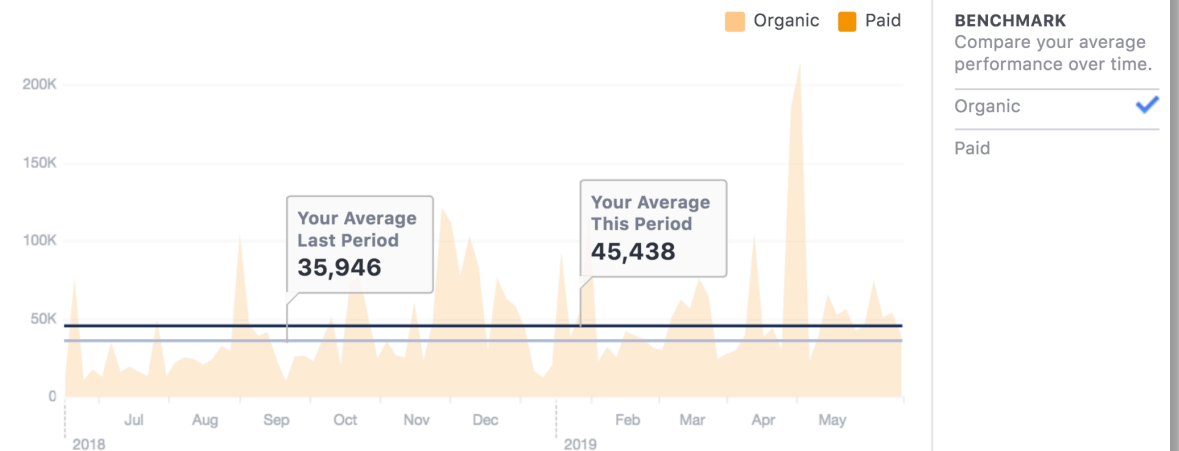- How can I better engage all fans?

Facebook Metrics

Benchmark your average performance:

Look for unique metrics, such as benchmarking "reactions."

Reach Improvements

Virginia Tech ✓
Published by Fairen Horner [?] · April 16, 2018 · 🌐

Today, on the 2018 Day of Remembrance, we honor the lives of 32 Hokies with events and opportunities for reflection throughout the day.
weremember.vt.edu #VTWeRemember 🧡

597,586
People Reached

70,364
Engagements

Boost Post

👍❤️😢 7.1K

77 Comments 5.5K Shares

Virginia Tech ✓
Published by Fairen Horner [?] · April 14 · 🌐

Still in awe of the 14,500 Hokies that made their way home for the 2019 3.2 for 32 Run in Remembrance yesterday. 🏃🧡🏃

More information on the 2019 April 16 commemoration events 👉
weremember.vt.edu

2019 3.2 for 32 Run in Remembrance
00:50

🌱 **Get More Likes, Comments and Shares**
Boost this post for $5 to reach up to 920 people.

426,134
People Reached

12,098
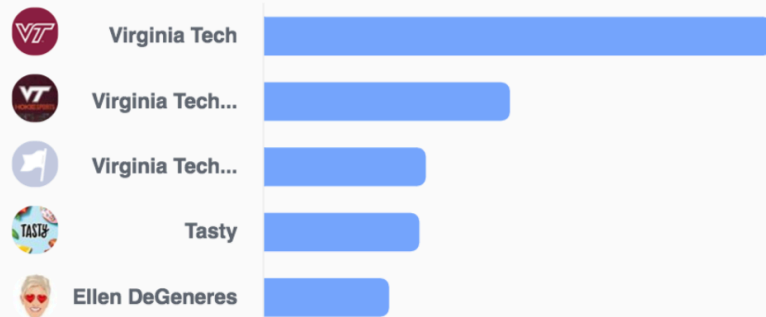Engagements

Boost Post

👍❤️😮 5K

54 Comments 578 Shares

Look back at last year's reach:

If your reach is down, so are the rest of your metrics.

Facebook Metrics
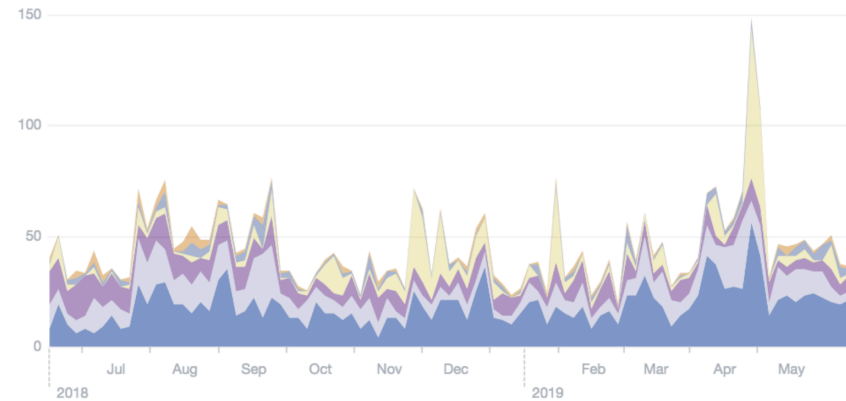
Learn about audience behavior

Facebook Metrics

What to look for:

Which type of content is performing best?

Note:

It's not normalized - it's based on how often you post each piece of content.

Shared video reach is struggling regardless.

Facebook Event Metrics

MAY **17**

University Commencement
Public · Hosted by **Virginia Tech** and **Virginia Tech Alumni**

✓ Going ⌄   ...

🕐 Friday, May 17, 2019 at 8:30 AM – 10:30 AM
about 1 month ago

📍 Lane Stadium   Show Map
265 Spring Rd, Blacksburg, Virginia 24060

💬 Hosted by Virginia Tech   Message Host
Typically replies within a day

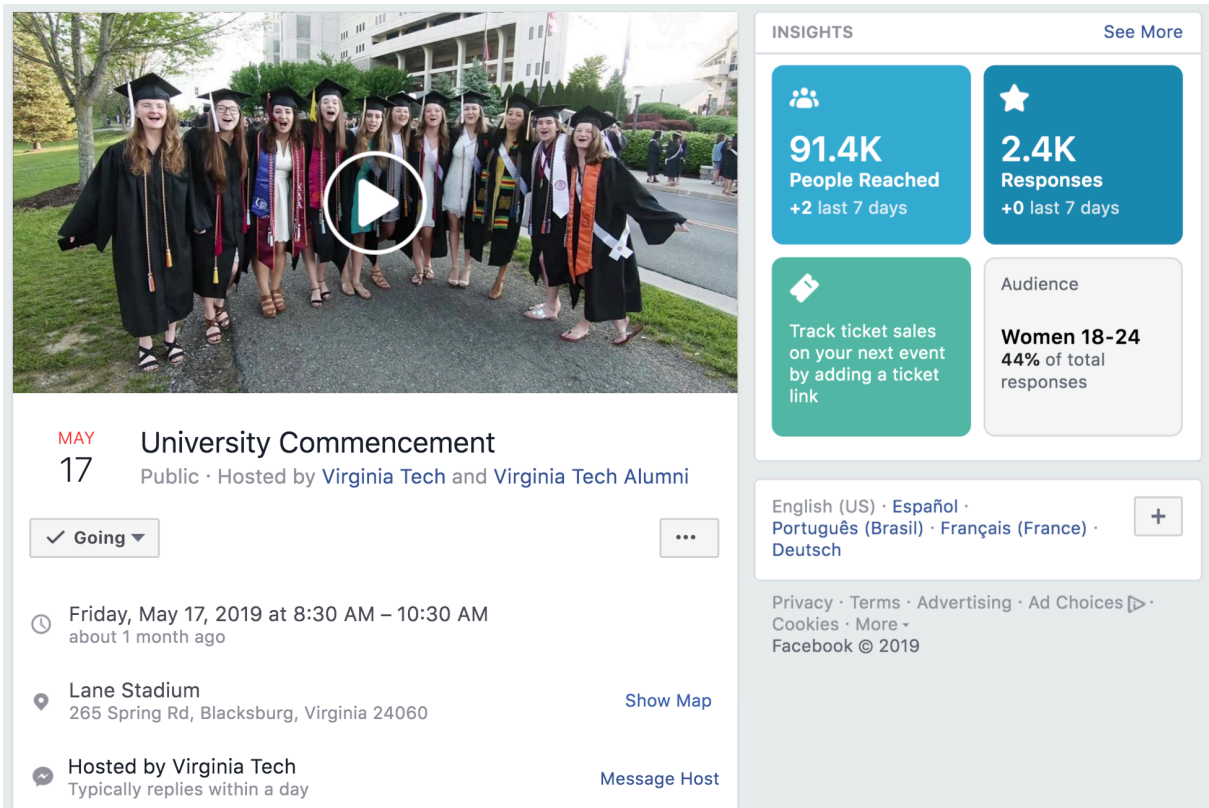## What to look for:

"Interested" vs. "Going"

Note:

Although these events are meant to give event planners a general idea of attendance, typically the numbers have no bearing on how many will actually attend. In fact, many tend to mark themselves as "interested" in events, knowing that they likely will not attend, but at the same time – not wanting to feel left out either.

Try:

Tracking the number of attendees and comparing it to the FB event "Going" numbers.

Also:

Add Virginia Tech as an event "Co-Host" to reach a larger audience

Facebook Video Metrics

Total Video Performance ⓘ

🕐	Minutes Viewed	10,420 ❯
🎥	1-Minute Video Views	3,148 ❯
🎥	10-Second Video Views	13,420 ❯
🎥	3-Second Video Views	31,050 ❯
📹	Average Video Watch Time	0:08 ❯
⛛	Funnel Insights	❯
🎞	Audience Retention	❯
👥	Audience and Engagement	❯

Virginia Tech: Hokies Helping Homer's...
Thanks to help from Virginia Tech students, Hokie pups in rural areas won't have to go without shelter. 🧡

1:09 · Uploaded on 05/28/2019 · Owned · Appears Once · Copy Video ID 📋

This video is used in 1 post

Posts ⓘ	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
Virginia Tech Hokies Helping Homer's Thanks t...	🟢 05/28/2019 9:30 AM	84K	31K 100%	13K 100%	29K	1.9K	0:08 / 1:09

Total 3-second video views on Facebook: 31K ⓘ

## What to look for, in addition to the key metrics:

- NEW: Emphasis on 1-minute views
- Look to 10-second views
- Audience Retention
- Passive watching? (Clicked to play or auto-played)
- Sound on or off?
- Video Average Watch Time: total time on the video divided by plays

Ask yourself:

- Did I add graphics?
- Was it too long?
- Was the composition off? (Where did I lose them?)

Note:

You will measure total views. It's tough to normalize video metrics by number of posts.
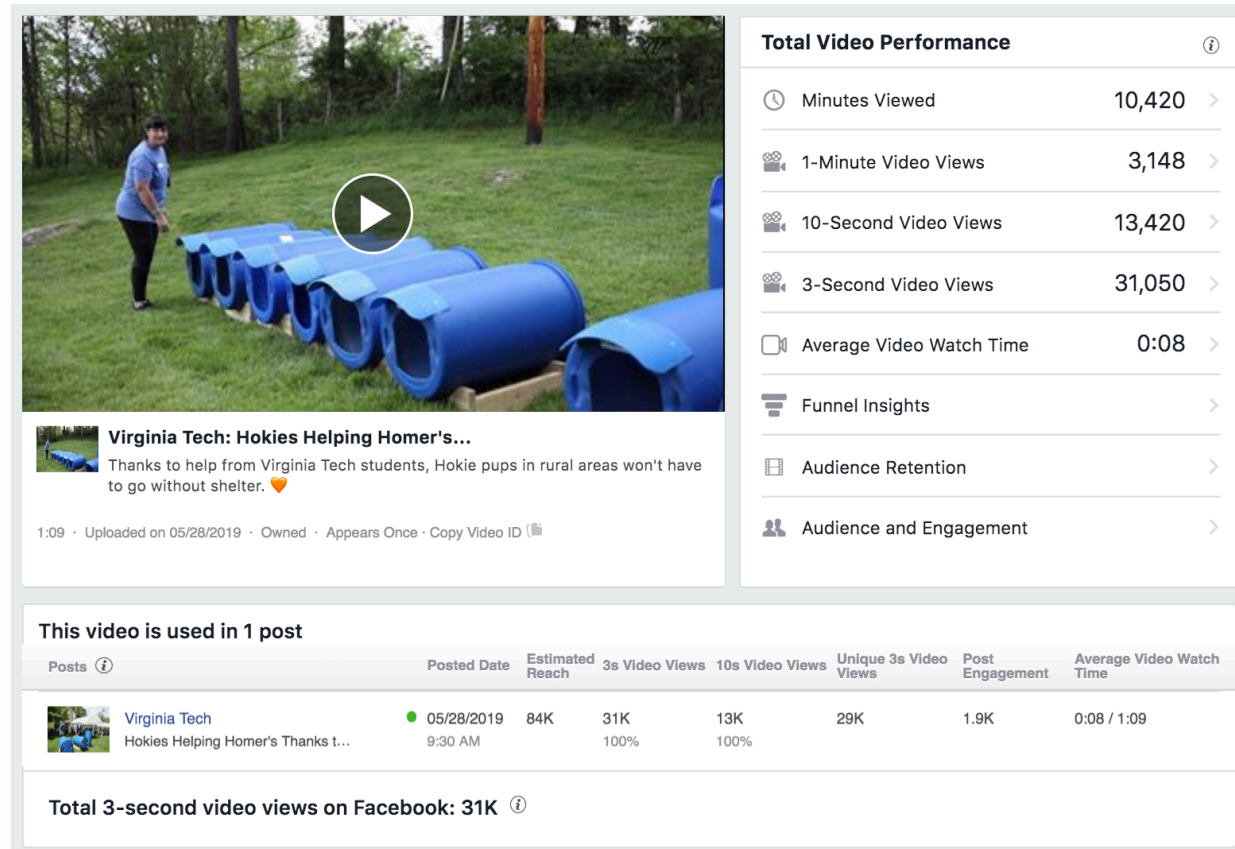
Shared Facebook Video Metrics

Shared Video Details   ✕

Video   Post   See metrics for all videos

Increase Organic Distribution   ✕
Your videos get shown organically to more people when they're at least 3 minutes long.

Performance for Your Post   ⓘ

🎥 3-Second Video Views   8,998   >

👥 Estimated Reach   34,257   >

👤 Unique Viewers   8,249   >

👍 Post Engagement   1,036   >

👥 Top Audience   Men, 25-34   >

🌐 Top Location   Virginia   >

Virginia Tech...

1:35 · Shared on 03/24/2019 · View Permalink 🔗 · Copy Video ID 📋

Note:

- No 10-second views
- No audience retention
- No minutes watched or average watch time
- NEW: Reach is now referred to as "estimated reach," instead of "post reach" for shared videos

Note:

When sharing over a video from your unit, remember to ask the unit for the native metrics on the video if you need to track that.

Facebook Video Metrics

WHAT'S CHANGED:

Basing metrics off of two types: Duration & Milestone

Duration metrics:
Counting total unique seconds that a video is played, not any rewatches of parts of the video.

Milestone metrics:
These count when different points of your video have been reached through watching the video continuously or through skipping to that point. By observing the skip behavior, you can gain insight into how your video is consumed.

HOW PEOPLE CONSUME VIDEO ADVERTISING

FEED	SKIPPABLES (PRE & MID-ROLL)	NON-SKIPPABLES (PRE & MID-ROLL)	"STORIES"	LIVE TV
VIDEO SESSIONS / WATCH TIME				
- ALL SIZES	- HORIZONTAL	- HORIZONTAL	- VERTICAL FULL SCREEN	- HORIZONTAL
- SOUND OPTIONAL	- SOUND ON	- SOUND ON	- SOUND ON	- SOUND ON
- MASSIVE SCALE	- SKIPPED BY MAJORITY	- RELEVANT TO WHAT I'M WATCHING	- BETWEEN RAW ORGANIC CONTENT	- PUNCHLINE TOWARDS THE END
- RELEVANT TO ME				- HIGH PRODUCTION VALUE

Recently removed metrics

Counting video replays:
Metrics previously included the seconds people rewinded or rewatched a video, but not anymore. Facebook now measures unrepeated seconds.
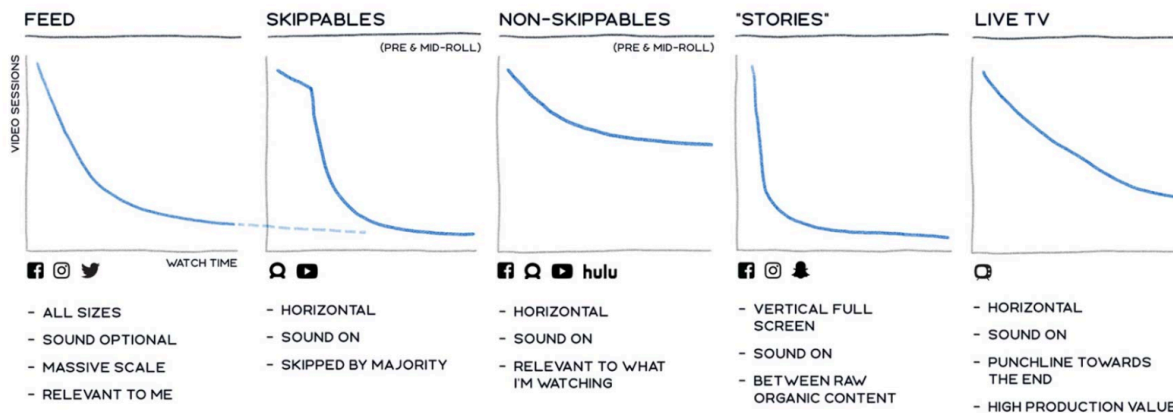
Video Percentage Watched:
This metric and **Video Average Watch Time** provided similar insights, so VPW has been removed. Video Percentage Watched can be calculated by dividing Video Average Watch Time by the length of the video manually.
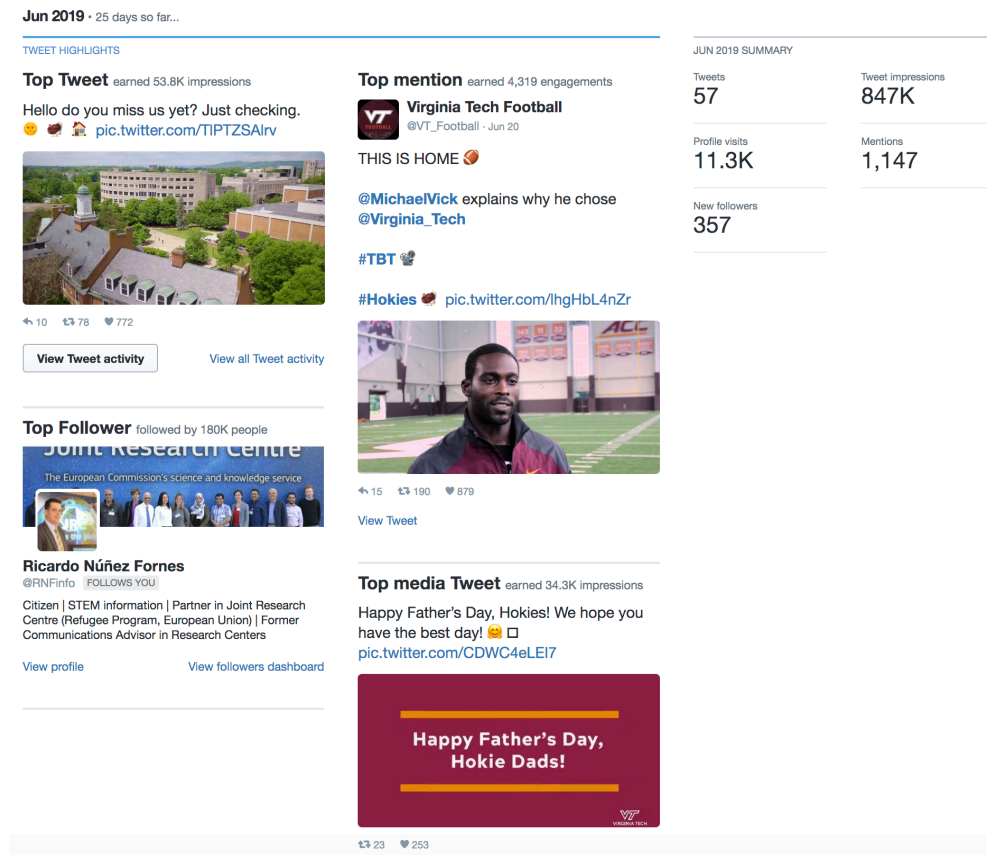
30 second views:
Few videos are 30 seconds long, so instead, Facebook suggests using **Video Average Watch Time** to determine how long your videos are being watched for.

Twitter Metrics

The overview

Where to find them

Twitter Metrics

Tweet Activity		
Virginia Tech @virginia_tech	Impressions	236,181
PSA: We're not sure who "Virginia Tech University" or	Media views	114,967
"Vah Tech" are, but we are VIRGINIA (and we cannot stress this enough) TECH.	Total engagements	14,636
pic.twitter.com/5GTaQAFMC5	Detail expands	4,812
	Media engagements	4,367
Promote your Tweet	Likes	3,177
Your Tweet has 236,181 total impressions so far.	Profile clicks	1,173
Get more impressions on this Tweet!	Retweets	960
Promote your Tweet	Replies	75
	Link clicks	72

1:30 PM - 28 Jan 2019

960 Retweets **3,177** Likes

75   960   3.2K

What to look for, in addition to the normal metrics:

- Hashtag clicks
- Media engagements
- Profile clicks
- Detail expands
- Retweets vs likes
- Ideal character count

Note:

- Quote RTs aren't reflected in the metrics you see on the post.
- Twitter doesn't calculate reach, but you can try to calculate on your own by dividing impressions by followers for reach rate.
- You can only export one month of data at a time.

Twitter Metrics
Negative feedback

Know the narrative behind your metrics

Instagram Metrics

Do you have an Instagram Business Profile?

If not, you won't be able to view insights.

- -

Instagram's Business Profile is a free feature that allows accounts to be identified as business accounts, unlocking additional features and insights through Instagram analytics.
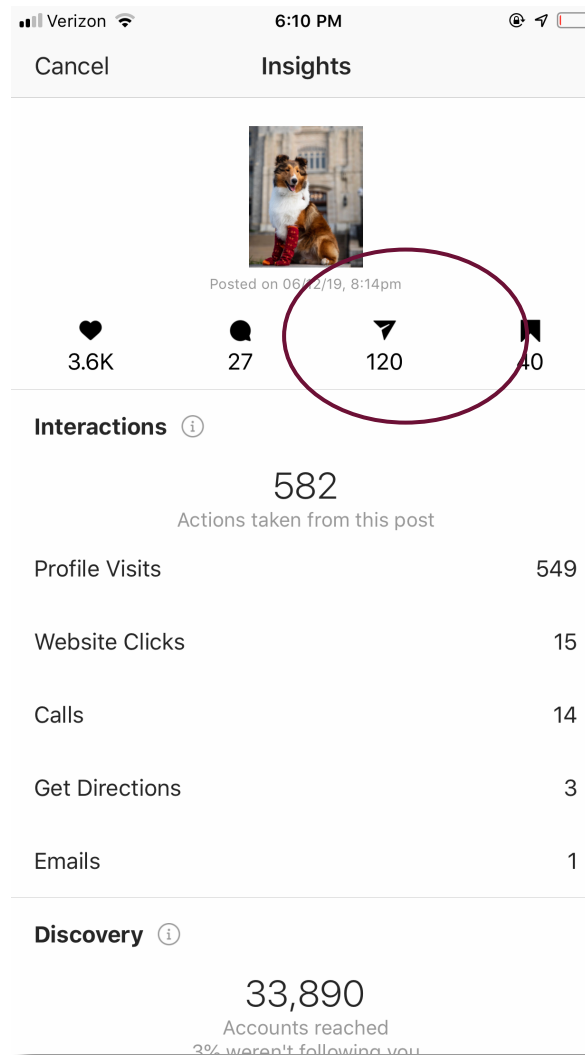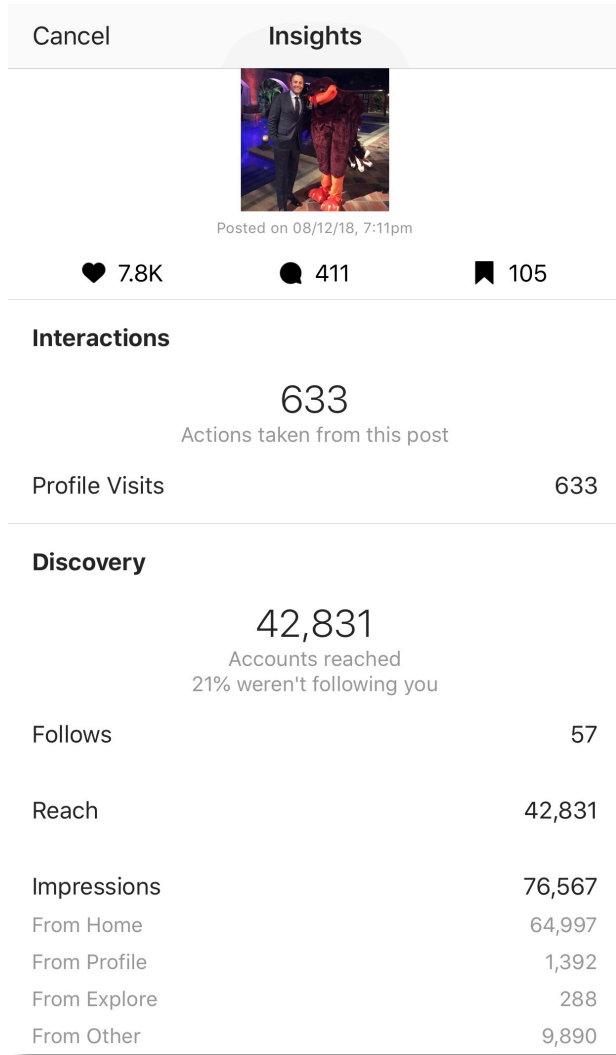
Note:

You must have at least 10,000 followers to acquire the Instagram stories "swipe up" feature.

Instagram Metrics

Overview

Instagram Metrics

Screenshot 1 (left):

Cancel   **Insights**

Posted on 08/12/18, 7:11pm

♥ 7.8K   💬 411   🔖 105

Interactions

633
Actions taken from this post

Profile Visits	633

Discovery

42,831
Accounts reached
21% weren't following you

Follows	57
Reach	42,831
Impressions	76,567
From Home	64,997
From Profile	1,392
From Explore	288
From Other	9,890

Screenshot 2 (middle):

Verizon   6:10 PM

Cancel   **Insights**

Posted on 06/12/19, 8:14pm

♥ 3.6K   💬 27   ✈ 120   🔖 40

Interactions ⓘ

582
Actions taken from this post

Profile Visits	549
Website Clicks	15
Calls	14
Get Directions	3
Emails	1

Discovery ⓘ

33,890
Accounts reached
3% weren't following you

Right column:

What to look for, in addition to the normal metrics:

- Saves 🔖
- DM shares
- Discovery method
  - ("Other" = photos sent through DM, photo tags, etc.)
- Actions (Profile visits or button clicks)

Ask yourself:

- How did they find you?
- Did you reach a new, larger audience?
- Did you gain new followers?
- What action did they take?

Note:

- You will have to track these manually - screenshot metrics.
- Instagram rolled out insights (and impressions) in May 2016

Instagram Story Metrics
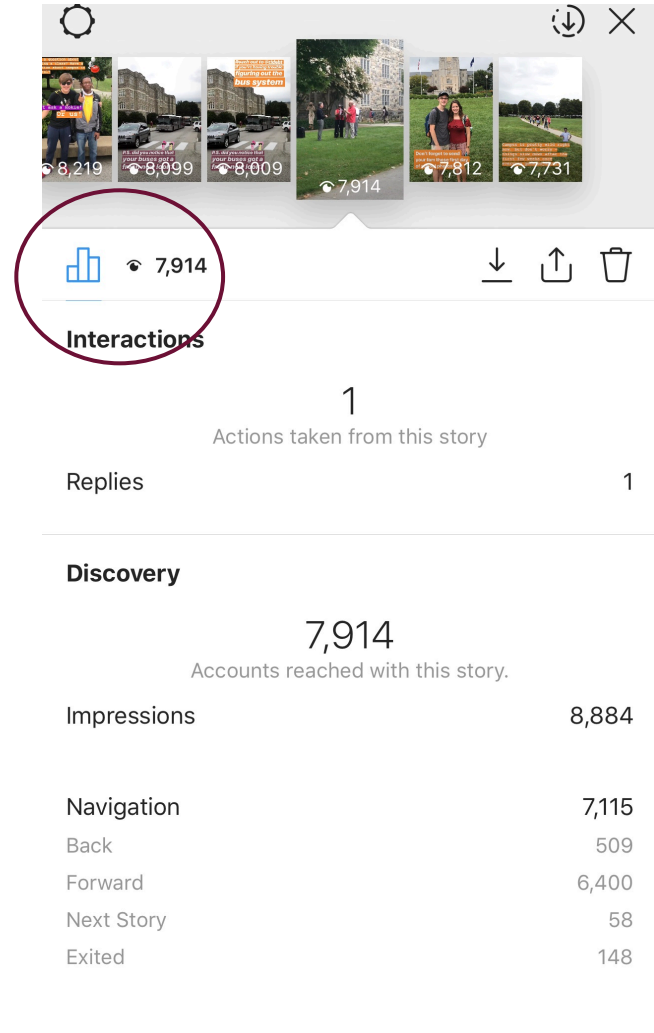
What to look for:

• Taps back
• Taps forward
• Exits
• Story skips
• Actions: Replies, (swipes up: for 10k+), poll votes, and sticker or hashtag clicks
• Completion rate: Not calculated by IG (# of viewers on first story slide, divided by # of viewers on last slide, as a percentage)

Ask yourself:

• Is your story composition off?
• Is it too long or short or boring?

Note:

• You will have to track these manually.
• Download your stories (to view later as full videos).

Feeling Ambitious?

You can calculate:

Drop-Off Rate: This is the percentage of people who stopped watching your story somewhere between the first and last slide. Calculate this by taking the reach stat of your first Instagram Stories slide, subtracting the reach metric of your last slide, and then divide by the first slide's reach.

First Slide Drop-Off Rate: To gauge how engaging your first slide is to see if it captured your users, you can calculate the percentage of people who stopped watching after just the first slide. To do this, take the reach metric of the first slide, subtract the reach of the second slide, and then divide by the first slide's reach.

Completion Rate: See how many of your viewers stayed till the last slide of your story. To calculate this, take the reach metric of your last slide and divide it by the reach metric of your first slide.

Tracking Brand Mentions

Falcon: UniRel's content management platform

Contact Susan Gill for more information on Falcon or for a team demo

LinkedIn Metrics

- **NEW: LinkedIn has broken out engagements, instead of grouping them all together**

- LinkedIn "clicks" consist of all "social clicks" (likes, comments, etc.), not just link clicks, like other platforms.

- LinkedIn doesn't share reach.

Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares
This is Sox. 👋 Sox is a Hokie pup that loves #VirginiaTech. 🐶 🧡 Sox gave $2... All followers	Fairen Horner	6/15/2019	59,266	–	1,542	2.6%	955	9	8
Virginia Tech announces prime location for new Innovation Campus in Alexandria All followers	Fairen Horner	6/10/2019	61,887	–	2,677	4.33%	1,255	17	75
Who's heading home this weekend for #VTReunion19 (our second annual... All followers	Fairen Horner	6/5/2019	40,859	12,224	333	0.81%	252	7	9
Three years ago, VT alumna, Denise Gorondy-Toderico, was struck by a car... All followers	Fairen Horner	5/30/2019	77,098	24,745	811	1.05%	534	23	23

How to Track and Analyze Your Success

Data Export

Don't let this frighten you!

2019 Analysis

File Edit View Insert Format Data Tools Add-ons Help   All changes saved in Drive

Post	Permalink	Post Date and Time	Post Type	Engagement Rate	Reach Who Like Page	Total Reach	Engaged Users	Likes	Shares	Comments
On 7/8/2018, U.S. Navy Ensign Sarah	https://www.facebook.con	5/24/19 11:09 A	Photo		18,452	19,010	596	339	50	
Virginia Tech offices will be closed on I	https://www.facebook.con	5/24/19 9:18 AM	Photo		13,415	14,094	154	73	1	
Meet a #HokieGrad: Anna Luther, Mixe	https://www.facebook.con	5/24/19 5:47 AM	Video		16,353	17,252	619	73	3	6
Yesterday, we celebrated the hard wor	https://www.facebook.con	5/23/19 8:50 AM	Video		16,096	20,515	754	340	6	5
2019 #HokieGrad Caps	https://www.facebook.con	5/23/19 6:41 AM	Photo		39,182	41,381	8,865	663	13	85
While increased enrollment may requir	https://www.facebook.con	5/22/19 12:15 P	Link		16,524	17,201	1,522	39	8	2
New research from the Virginia Tech D	https://www.facebook.con	5/22/19 6:59 AM	Link		20,787	21,656	446	197	30	8
Missing Blacksburg and need a summe	https://www.facebook.con	5/21/19 3:01 PM	Link		11,556	12,090	612	88	2	3
We're missing the Class of 2019 alread	https://www.facebook.con	5/21/19 5:54 AM	Video		18,219	21,094	1,114	166	7	5
Spring 2019 Graduate School Commer	https://www.facebook.con	5/20/19 6:04 PM	Photo		21,306	26,738	2,634	890	11	158
Spring 2019 Graduate School Commer	https://www.facebook.con	5/20/19 12:19 P	Photo		19,297	20,048	797	80	1	17
Spring 2019 Graduate School Commer	https://www.facebook.con	5/20/19 11:33 A	Photo		23,009	25,568	2,457	640	9	67
Welcome to Reese Ramos, former corp	https://www.facebook.con	5/20/19 8:19 AM	Link		15,289	16,267	406	78	1	6
Spring 2019 #HokieGrad Ceremony ✎	https://www.facebook.con	5/19/19 5:06 AM	Photo		37,706	59,090	10,750	5,396	99	423
In the days leading up to #HokieGrad,	https://www.facebook.con	5/18/19 7:04 PM	Photo		27,748	30,129	1,526	145	10	11
And just like that...our Class of 2019 F	https://www.facebook.con	5/17/19 3:53 PM	Video		44,862	132,709	11,712	5,493	376	421
Congratulations to the graduates...or s	https://www.facebook.con	5/17/19 11:57 A	Video		24,958	40,999	1,964	842	30	61
The #HokieGrad University Ceremony	https://www.facebook.con	5/17/19 6:11 AM	Link		19,058	20,155	703	107	9	7
PSA: The #HokieGrad ceremony in Lar	https://www.facebook.con	5/17/19 5:10 AM	Status		18,414	19,748	1,021	64	11	20
Hokies are done with exams, but the v	https://www.facebook.con	5/16/19 4:27 PM	Link		22,831	24,000	1,058	174	8	37
Can't make it to Hokie Nation on Thurs	https://www.facebook.con	5/16/19 11:02 A	Video		14,149	20,861	1,575	401	44	159
Congratulations to the 37 members of	https://www.facebook.con	5/15/19 2:13 PM	Link		22,527	24,078	953	352	8	15
Meet a #HokieGrad, School of Neurosc	https://www.facebook.con	5/15/19 5:40 AM	Video		20,012	37,644	2,044	810	32	104

Why?

"To save your receipts"

If nothing else, so you can go back and easily search and locate posts based on keyword.

"Hey Fairen, what did we post for commencement last year?"

Spreadsheet available for download at vt.edu/social-media

Data Export

Track your followers

Spreadsheet available for download at vt.edu/social-media

Peer Analysis

Peers

Utilize Facebook's free peer tools

Pick pages to watch & compare your performance

Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

☐ Reactions, Comments & Shares

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	University of Michigan	776.9K	0%	9	1.8K
2	Penn State	403.5K	0%	13	1.8K
3	Cornell University	381.2K	▲ 0.1%	7	1.1K
4	Duke University	355.1K	0%	17	1.1K
5	Clemson University	211.1K	▲ 0.1%	250	606
YOU 6	Virginia Tech	198K	▲ 0.1%	12	7.3K

Check out posts from your competitors too

Duke University	06/20/2019 6:36 PM	Congrats to the three Blue Devils selected among the top 10 players of the NBA Draft 🏀 ➡️	4.6K	
West Virginia Uni...	06/20/2019 7:27 AM	Happy birthday to Almost Heaven, West Virginia - our home among the hills. 🎂 💛 💙	1.6K	
Georgia Tech	06/25/2019 12:16 PM	Georgia Tech made history today with the Prox-1 satellite launched into space that was completely	2.1K	
University of Mic...	06/24/2019 3:45 PM	It's just about game time. Let's go Michigan Baseball! #GoBlue #CWS	1.2K	

5	West Virginia University	282,480 total likes	65 ▲ likes this week
6	Clemson University	216,459 total likes	65 ▲ likes this week
	Want to keep up? Create an ad to get more likes.		**Get More Likes**
7	Virginia Tech	205,613 total likes	67 ▲ likes this week

Note:
Pages are ordered based on follower numbers, not performance.
You can't choose your time frame either.

Measuring Success

Compare year to year followers,
in addition to month to month.

Virginia Tech Social Media Followers: May 2019

	April 2019	May 2019
Snapchat	5,401	5,526
LinkedIn	224,100	225,552
Instagram	69,397	72,832
Twitter	68,323	69,261
Facebook	202,992	204,688

Legend: Facebook ■ Twitter ■ Instagram ■ LinkedIn ■ Snapchat

Measuring Success

Compare content from
similar events over time.

2018

Virginia Tech ✓
@virginia_tech

Hey #VT2022: Good things are headed your
way from @FollowMeToVT...to let you know
that you're headed to #VirginiaTech! 😉 ✉️

New #Hokies: Coming March 5. 🦃

9:51 AM - 2 Mar 2018

79 Retweets   478 Likes

79 RT | 478 LIKES

2019

Virginia Tech ✓
@virginia_tech

SURPRISE: New Hokies have arrived! 🦃
Welcome home to #VirginiaTech and
welcome to the best years of your life,
#VT23! 🎉 🙌

5:04 PM - 22 Feb 2019

115 Retweets   779 Likes

115 RT | 779 LIKES

2018

virginia.tech ✓
Virginia Tech Drillfield

virginia.tech ✓ Yesterday - 🌨️
Today - ⛅
So tomorrow - 🌤️ 🎋 🎐 🌈 ???
. . .
📷 : @olivia_at_vt

73w

merrily14 Coldest place I've lived.
But so beautiful

73w   Reply

Liked by olivia_at_vt and 3,391 others

JANUARY 30, 2018

3,392 LIKES

2019

virginia.tech ✓
Burruss Hall

virginia.tech ✓ Everything is normal on
campus at #VirginiaTech right now.
Carry on. Oh, and keep checking
vt.edu/status 🦃 ❄️

28w

kathcorl Since no bus comes to my
house guess I'll have to take a
horse to campus tomorrow

28w   2 likes   Reply

pageeldridgejones Wow that's a
lot of snow

Liked by ray.meese.virginiatech and
9,212 others

DECEMBER 9, 2018

Add a comment...   Post

9,213 LIKES

Industry Benchmarks

Rival IQ:

HIGHER ED
POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day

1.08 0.49 1.78

Average Engagement Rate Per Post

0.12% 3.96% 0.08%

POSTS PER DAY AND ENGAGEMENT RATE ACROSS ALL CHANNELS, HIGHER ED
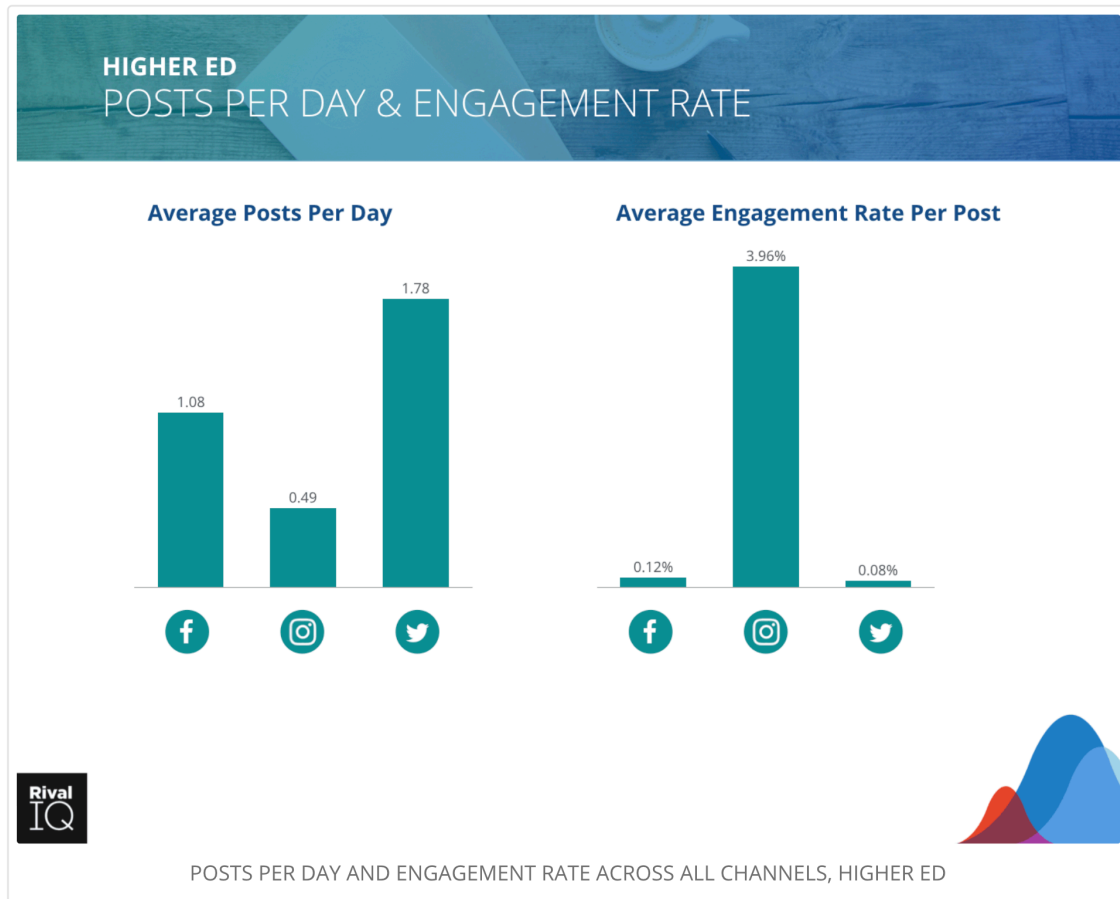
Note:

Rival IQ evaluates Engagement Rate in a different way than what we recommend.

- [Higher ed report link](#)

How to Measure Your Success & Report on It

Reporting

PRAISE YOURSELF.

BUT CRITIQUE YOURSELF TOO.

Where is there room for improvement?

· **Live footage/streaming:** Now more than ever, this is a necessity due to the Facebook algorithm change. Live social media footage would also improve and leverage the work that Media Relations is doing.
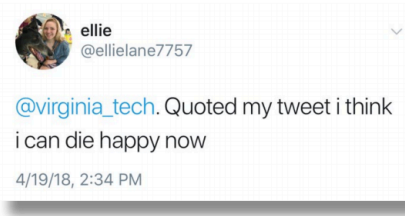
· **Social media advertising/boosting posts:** With Facebook algorithm changes hitting the page's reach hard, it's worth looking into the pay-to-play game. VT peers have been sponsoring evergreen posts more often now as well.

University of Virginia
Sponsored ·

Congratulations, Class of 2018, you did it!

You'll want to turn this one up, and maybe get some tissues. #UVAGrad

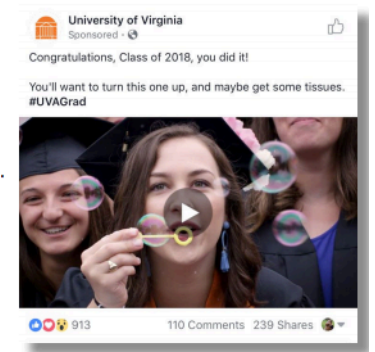913   110 Comments   239 Shares

What has improved?

· **Responses: Knowing when to respond or amplify.**
What's better than having a great response, is having a great response that you know would resonate with a broader audience. The team is learning which responses function better as shares, with additional post commentary from us, for all to see. The copy is typically short, which has led to increased engagement on post shares. Plus, users love to see their content featured.

ellie
@ellielane7757

@virginia_tech. Quoted my tweet i think i can die happy now

4/19/18, 2:34 PM

Reporting

Try out MailChimp or other free email marketing platforms for easy monthly reporting.

Unfortunately, MailChimp doesn't allow for embedded social media posts, so you must use screenshots instead.

Social Media

Our Post Performance

future potomac yard metrorail stat northern virginia
metrorail stat future potomac yard amazon hq2
potomac yard steps headquarters
plans innovation campus
site
virginia tech location
future potomac yard metrorail
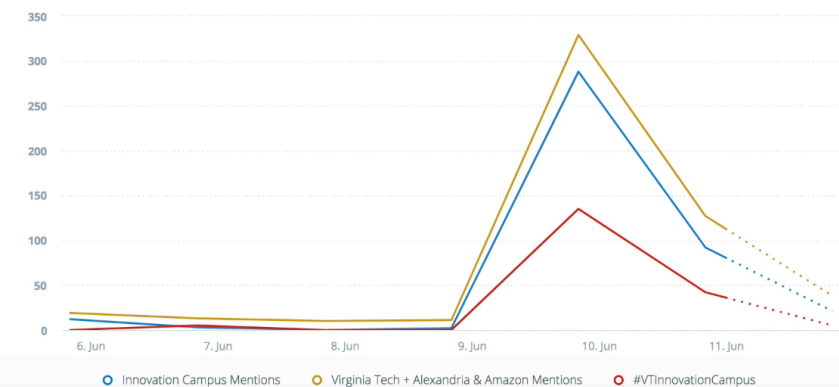prime location potomac yard metrorail

Virginia Tech Post Stats:

- **Impressions** (how many times our posts were seen): **352,550**
- **Engagement** (likes, comments, shares): **10,591**
- **Link clicks** (number of people that we led to the location story): **5,391**
- **Number of people posting about us and using our hashtags: 7,000+**

Virginia Tech Innovation Campus-related social media mentions:

Activity by topic

350
300
250
200
150
100
50
0

6. Jun   7. Jun   8. Jun   9. Jun   10. Jun   11. Jun

○ Innovation Campus Mentions   ○ Virginia Tech + Alexandria & Amazon Mentions   ○ #VTInnovationCampus

Reporting

Note improvements & save platform compliments from users

judeslei Let's all be real here: this instagram and its welcoming vibe is a part of why we all wanted to be a part of the Hokie family. Let's go class of 2023!! Congrats to everyone who made it. Excited to meet you all

17w   2 likes   Reply

joisthebae Got in for architecture. This Instagram page is a big reason I wanna come here. I like the atmosphere over uva. But I still have to talk to my parents before making a solid choice. But happy to hopefully be a future hokie.

17w   7 likes   Reply

Since social media isn't always the most positive place...

Glad I made the right decision and stayed the f■■k away from tech. Hope y'all are re-evaluating your morals

Apr 25

Reporting

Instagram (@virginia.tech)

	# OF FOLLOWERS	# OF POSTS	AVERAGE ENGAGEMENT RATE	AVERAGE IMPRESSIONS PER POST	AVERAGE COMMENTS PER POST	AVERAGE LIKES PER POST	AVERAGE SAVES PER POST
Q4 2018	50,550	59	6.0%	44,368	23	2,981	34
Q4 2017	38,899	60	4.4%	25,519	8	1,647	10
% Change	30%	-2%	1.4%	74%	188%	81%	240%

Facebook

	# OF FOLLOWERS	# OF POSTS	AVERAGE ENGAGEMENT RATE	AVERAGE REACH PER POST	AVERAGE COMMENTS PER POST	AVERAGE LIKES PER POST	AVERAGE SHARES PER POST	AVERAGE LINK CLICKS PER POST
Q4 2018	196,624	186	5.4%	23,093	32	566	74	367
Q4 2017	189,683	136	4.0%	54,602	42	1,126	138	293
% Change	4%	37%	1.4%	-58%	-24%	-50%	-46%	25%

Twitter (@virginia_tech)

	# OF FOLLOWERS	# OF TWEETS	AVERAGE ENGAGEMENT RATE*	AVERAGE IMPRESSIONS PER TWEET	AVERAGE REPLIES PER TWEET	AVERAGE LIKES PER TWEET	AVERAGE RETWEETS PER TWEET	AVERAGE LINK CLICKS PER TWEET
Q4 2018	61,333	286	3.3%	15,712	1	99	20	53
Q4 2017	46,118	292	2.3%	12,067	1	71	23	53
% Change	33%	-2%	1%	30%	0	39%	-13%	0

Normalize your data by creating averages based on the number of posts.

For example: Total comments divided by number of posts, as a percentage

Look at unique (unrepeated) users/metrics

Know your audience and their goals.

Do they just need high level analytics/screenshots or a more in-depth report?

Metrics You Should Be Measuring, but Probably Aren't

Measure the Success of Your VT News Stories

LOOK AT:

TOP VT NEWS SOCIAL POST BY LINK CLICKS

Virginia Tech ✓
Published by Fairen Horner [?] · May 6 · 🌐

The Class of 2023 arrives on campus this fall as Virginia Tech's largest, most diverse, and second-most academically competitive class in its history.

As we manage the success of this admissions cycle, we will ensure that every student continues to receive the quality of programs and services they expect.

Learn more 👇

VTNEWS.VT.EDU
Virginia Tech draws one of its largest, most diverse, and most competitive classes ever

79,569
People Reached

15,850
Engagements

Boost Post

👍❤️😢 1K   163 Comments 182 Shares

LOOK AT:

TOP VT NEWS SOCIAL POST BY ENGAGEMENT

Virginia Tech ✓
Published by Fairen Horner [?] · March 14 · 🌐

Researchers from The Fralin Life Science Institute at Virginia Tech and the Virginia Tech College of Science are collaborating with a University of Virginia team to develop a drug that will treat multiple sclerosis. 😮

This drug will modulate the immune system and can hopefully, ultimately be used to treat MS. 🤞

VTNEWS.VT.EDU
Drug hunters awarded $2.8 million to develop a drug to treat multiple sclerosis

111,808
People Reached

9,659
Engagements

Boost Post

👍❤️😮 1.9K   120 Comments 551 Shares

Click-throughs with Bounce Rate

Default Channel Grouping	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
	777,766 % of Total: 100.00% (777,766)	638,079 % of Total: 100.06% (637,668)	1,752,505 % of Total: 100.00% (1,752,505)	48.12% Avg for View: 48.12% (0.00%)
1. Social	89,640 (11.00%)	61,686 (9.67%)	163,813 (9.35%)	31.74%
2. Display	3 (0.00%)	0 (0.00%)	3 (0.00%)	33.33%
3. Paid Search	10 (0.00%)	3 (0.00%)	21 (0.00%)	38.10%
4. (Other)	280 (0.03%)	121 (0.02%)	1,074 (0.06%)	42.74%
5. Organic Search	425,062 (52.16%)	320,189 (50.18%)	911,693 (52.02%)	45.38%
6. Referral	32,087 (3.94%)	23,255 (3.64%)	69,223 (3.95%)	53.04%
7. Email	335 (0.04%)	270 (0.04%)	1,230 (0.07%)	55.45%
8. Direct	267,575 (32.83%)	232,555 (36.45%)	605,448 (34.55%)	56.11%

The chart on the right shows bounce rate, or the percentage of page visitors who left vt.edu after only viewing one page (not clicking elsewhere to seek more information).

Since social ranks higher, with the lowest bounce rate, compared to traffic from other sources, this shows that we are driving valuable people to vt.edu, who view other parts of the website before exiting.
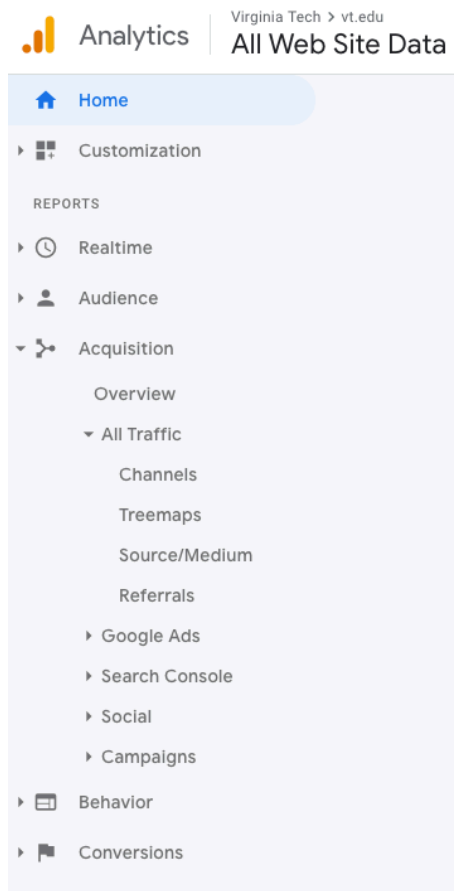
Share of Traffic Driven
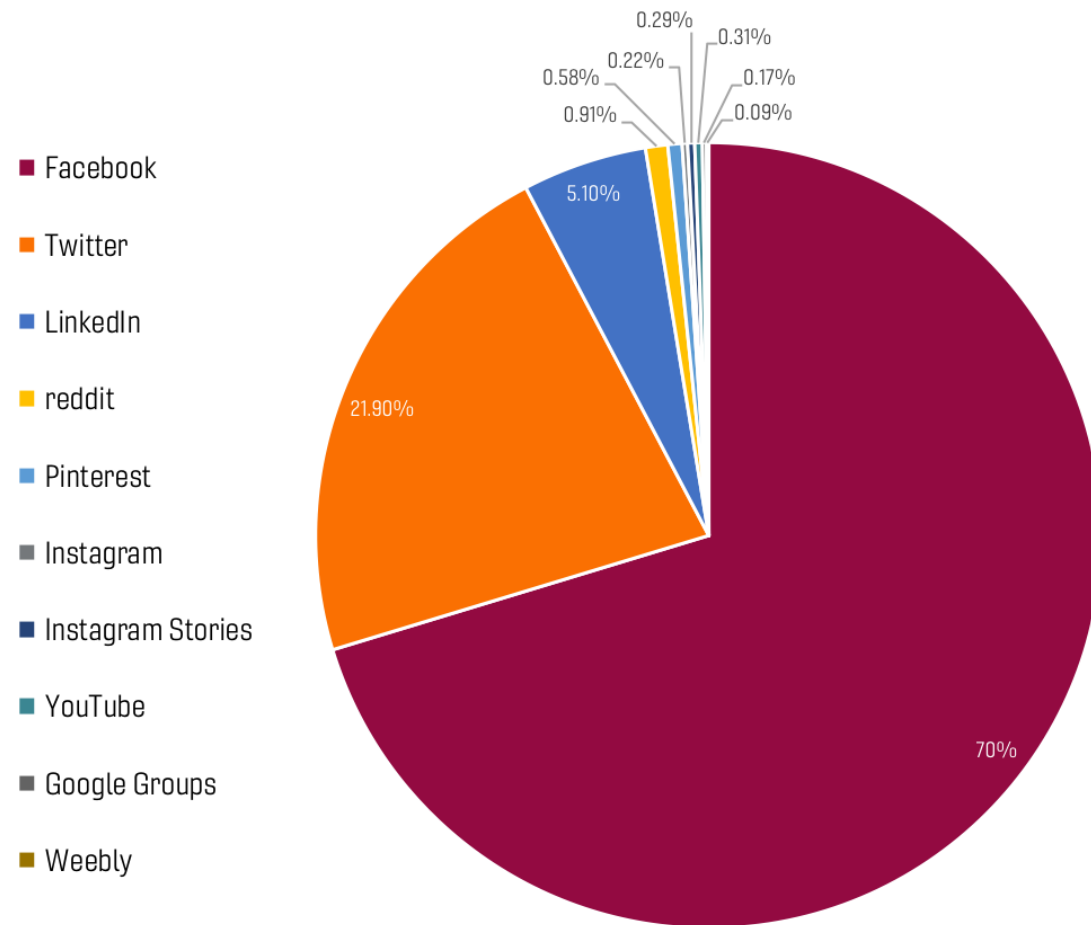
Traffic to VT News Via Social

Legend:
- Facebook
- Twitter
- LinkedIn
- reddit
- Pinterest
- Instagram
- Instagram Stories
- YouTube
- Google Groups
- Weebly

Values: 70%, 21.90%, 5.10%, 0.91%, 0.58%, 0.22%, 0.29%, 0.31%, 0.17%, 0.09%

This chart shows the breakdown of traffic to vt.edu from social media.

Measure the Success of Your Stories

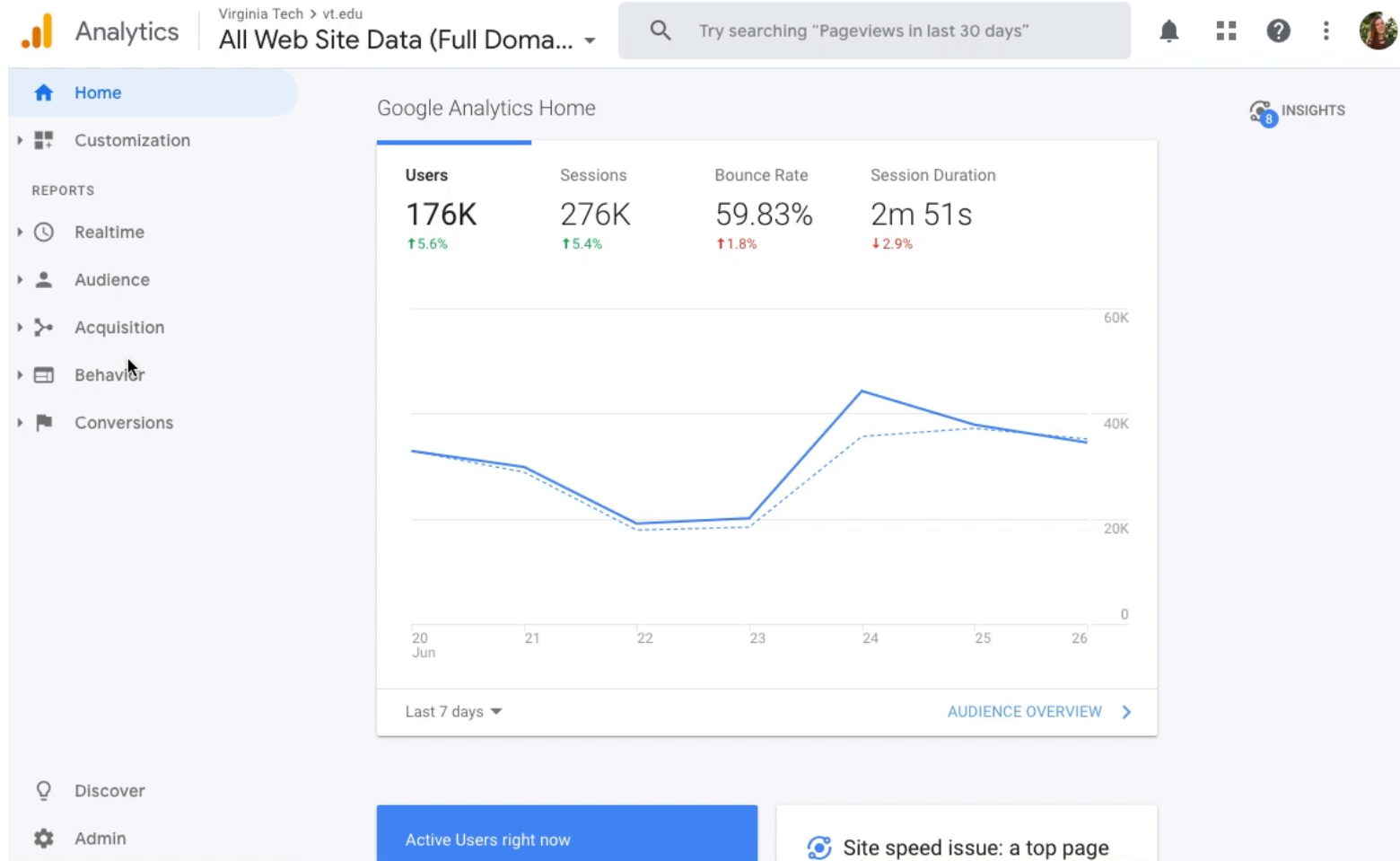Are you driving people to vt.edu from social?

Acquisition → All Traffic → Channels → Social

Measure the Success of Your Stories
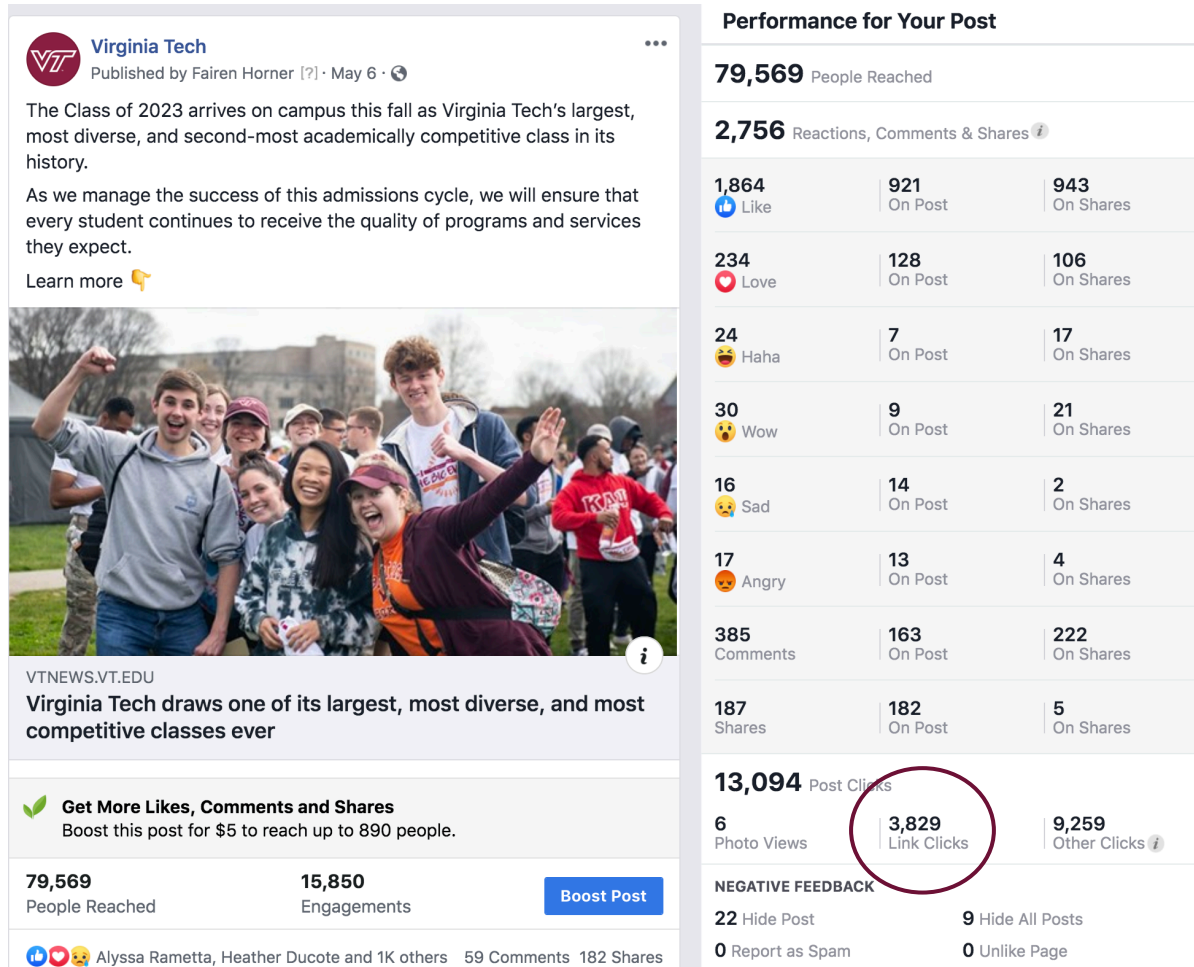
So they clicked your link... now what?

Measure the Success of Your Stories

What to look for:

- Average time spent on the page (by social platform)
- Total page views
- Unique views
- Bounce rate

Feeling Ambitious?

You can calculate:

Audience Growth Rate measures the speed at which your brand's following increases on social media.

Divide your net new followers by your total audience (on each platform) and multiply by 100 to get your audience growth rate percentage.

Amplification Rate is the ratio of shares per post to the number of overall followers, or the rate at which your followers take your content and share it through their networks.

The higher your amplification rate, the more willing your followers are to associate themselves with your brand.

Virality Rate is the number of people who shared your post relative to the number of impressions.

(A post could have many likes, but a low virality. The higher the virality, the better.)

blog.hootsuite.com/social-media-metrics/

The Process

POST	TRACK, MEASURE, & ANALYZE	REPORT	ADJUST & REPEAT
SHARE YOUR BEST CONTENT	EVALUATE YOUR POSTS	EXPLAIN THE DATA FOR YOURSELF AND/OR OTHERS	APPLY LESSONS LEARNED AND TRY AGAIN

Questions?

FAIREN HORNER, SOCIAL MEDIA MANAGER

FAIRENC1@VT.EDU

(540) 315-2387

VIRGINIA TECH™

SLIDES & WEBINAR AVAILABLE UNDER
"ARTICLES & RESOURCES" AT VT.EDU/SOCIAL-MEDIA