Measuring Success: Social Media Analytics

FAIREN HORNER, SOCIAL MEDIA MANAGER
JUNE 27, 2019
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 predictions 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).

**REACH**

The number of users who saw your content, including users who don’t follow your page.

**IMPRESSIONS**

The number of times your content is displayed to users.

**FOLLOWERS**

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

**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
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)
Facebook Metrics

New: Creator Studio

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

TOP REACH 2018

Virginia Tech
Published by Fairen Horner Apr 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

TOP REACH 2019

Virginia Tech
Published by Fairen Horner Apr 14, 2019

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

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

Pages Your Engaged Viewers Like

<table>
<thead>
<tr>
<th>Page</th>
<th>Engaged Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Tech</td>
<td></td>
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<tr>
<td>Virginia Tech...</td>
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<tr>
<td>Virginia Tech...</td>
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<tr>
<td>Tasty</td>
<td></td>
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<tr>
<td>Ellen DeGeneres</td>
<td></td>
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</tbody>
</table>

Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.

BENCHMARK

Compare your average performance over time.

- Your Page
- Search
- Restored Likes from Reactivated Accounts
- Page Suggestions
- Other
- Ads

News Feed

Page Suggestions

Other

Ads
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

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

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.
Note:

Shared Facebook Video Metrics

• 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.

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**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
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

Know the narrative behind your metrics

VT23 will arrive as VT’s largest, most diverse & second-most academically competitive class in its history. As we manage the success of this @FollowMeToVT admissions cycle, we will ensure that every student receives the very best Hokie experience.

Zac Kracht @ZacKracht22 · May 6
Where they gonna live tho? A closet?

Virginia Tech @Virginia_Tech
VT23 will arrive as VT’s largest, most diverse & second-most academically competitive class in its history. As we manage the success of this @FollowMeToVT admissions cycle, we will ensure that every student receives the very best Hokie experience.

Tyler PIVOT @__Solodolo__ · May 6
Let’s talk about the on campus housing crisis this is going to cause because you aren’t ready for this many students

Virginia Tech @Virginia_Tech
VT23 will arrive as VT’s largest, most diverse & second-most academically competitive class in its history. As we manage the success of this @FollowMeToVT admissions cycle, we will ensure that every student receives the very best Hokie experience.
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

- 8,490 profile visits in the last 7 days
- 1,271 posts
- 53.7K followers
- 267 following

Virginia Tech
School
Solving complex problems, pushing boundaries, serving others, & reimagining education. 😊 We are #VirginiaTech & you are welcome here. Go #Hokies!
vt.edu/
800 Drillfield Dr, Blacksburg, Virginia

- 1,486 Posts
- 75.7K Followers
- 229 Following
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.

<table>
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<tr>
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<th>Created</th>
<th>Impressions</th>
<th>Video views</th>
<th>Clicks</th>
<th>CTR</th>
<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
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<td>6/15/2019</td>
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<td>1,542</td>
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<td>955</td>
<td>9</td>
<td>8</td>
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<tr>
<td>All followers</td>
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<td>Who’s heading home this weekend for #VTReunion19 (our second annual...</td>
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<td>Three years ago, VT alumna, Denise Gorony-Toderico, was struck by a car...</td>
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How to Track and Analyze Your Success
Data Export
Don’t let this frighten you!

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<tr>
<th>Post</th>
<th>Permalink</th>
<th>Post Date and Time</th>
<th>Post Type</th>
<th>Engagement Rate</th>
<th>Reach Who Like Page</th>
<th>Total Reach</th>
<th>Engaged Users</th>
<th>Likes</th>
<th>Shares</th>
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<td>5</td>
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<td>2</td>
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<td>3</td>
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<td>Spring 2019 Graduate School Commenc</td>
<td><a href="https://www.facebook.com">https://www.facebook.com</a> 5/20/19 6:04 PM Photo</td>
<td>21,366</td>
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<td>Welcome to Reese Ramos, former cor</td>
<td><a href="https://www.facebook.com">https://www.facebook.com</a> 5/20/19 8:19 AM Link</td>
<td>15,289</td>
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<td>Spring 2019 #HokieGrad Ceremony</td>
<td><a href="https://www.facebook.com">https://www.facebook.com</a> 5/19/19 7:06 AM Photo</td>
<td>37,906</td>
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<td>In the days leading up to #HokieGrad,</td>
<td><a href="https://www.facebook.com">https://www.facebook.com</a> 5/18/19 7:04 PM Photo</td>
<td>27,748</td>
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<td>1,526</td>
<td>145</td>
<td>10</td>
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<tr>
<td>And just like that...our Class of 2019</td>
<td><a href="https://www.facebook.com">https://www.facebook.com</a> 5/17/19 3:53 PM Video</td>
<td>44,862</td>
<td>132,709</td>
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<td>11,712</td>
<td>5,493</td>
<td>376</td>
<td>421</td>
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<td>Congratulations to the graduates...or</td>
<td><a href="https://www.facebook.com">https://www.facebook.com</a> 5/17/19 11:57 AM Video</td>
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<tr>
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<td>810</td>
<td>32</td>
<td>104</td>
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</tbody>
</table>

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?”
### 2019 followers

### VT Facebook Likes

<table>
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<th>Month</th>
<th>Dec</th>
<th>Nov</th>
<th>Oct</th>
<th>Sep</th>
<th>Aug</th>
<th>Jul</th>
<th>Jun</th>
<th>May</th>
<th>Apr</th>
<th>Mar</th>
<th>Feb</th>
<th>Jan</th>
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<tbody>
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<td>198,883</td>
<td>202,169</td>
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<td>204,688</td>
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<td>196,560</td>
<td>192,106</td>
<td>187,652</td>
<td>183,198</td>
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### VT Facebook Followers

<table>
<thead>
<tr>
<th>Month</th>
<th>Dec</th>
<th>Nov</th>
<th>Oct</th>
<th>Sep</th>
<th>Aug</th>
<th>Jul</th>
<th>Jun</th>
<th>May</th>
<th>Apr</th>
<th>Mar</th>
<th>Feb</th>
<th>Jan</th>
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</thead>
<tbody>
<tr>
<td>Followers</td>
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### @vtnews

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<tr>
<th>Month</th>
<th>Dec</th>
<th>Nov</th>
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<th>Mar</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>61,075</td>
<td>61,301</td>
<td>61,334</td>
<td>61,424</td>
<td>61,517</td>
<td>61,711</td>
<td>61,711</td>
<td>61,766</td>
<td>61,766</td>
<td>61,766</td>
<td>61,766</td>
<td>61,766</td>
</tr>
</tbody>
</table>

### @logistics_tech

<table>
<thead>
<tr>
<th>Month</th>
<th>Dec</th>
<th>Nov</th>
<th>Oct</th>
<th>Sep</th>
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<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>65,332</td>
<td>66,072</td>
<td>66,517</td>
<td>67,112</td>
<td>68,323</td>
<td>69,261</td>
<td>69,751</td>
<td>69,751</td>
<td>69,751</td>
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</tbody>
</table>

### Google+

<table>
<thead>
<tr>
<th>Month</th>
<th>Dec</th>
<th>Nov</th>
<th>Oct</th>
<th>Sep</th>
<th>Aug</th>
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<th>Apr</th>
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<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>4,713</td>
<td>4,702</td>
<td>4,651</td>
<td>4,684</td>
<td>4,675</td>
<td>4,675</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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</tr>
</tbody>
</table>

### Pinterest Followers

<table>
<thead>
<tr>
<th>Month</th>
<th>Dec</th>
<th>Nov</th>
<th>Oct</th>
<th>Sep</th>
<th>Aug</th>
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<th>Jun</th>
<th>May</th>
<th>Apr</th>
<th>Mar</th>
<th>Feb</th>
<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>2,572</td>
<td>2,579</td>
<td>2,569</td>
<td>2,602</td>
<td>2,605</td>
<td>2,615</td>
<td>2,615</td>
<td>2,628</td>
<td>2,628</td>
<td>2,628</td>
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### Instagram

<table>
<thead>
<tr>
<th>Month</th>
<th>Dec</th>
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<th>Apr</th>
<th>Mar</th>
<th>Feb</th>
<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>61,429</td>
<td>63,007</td>
<td>63,332</td>
<td>67,248</td>
<td>69,197</td>
<td>72,832</td>
<td>75,260</td>
<td>75,260</td>
<td>75,260</td>
<td>75,260</td>
<td>75,260</td>
<td>75,260</td>
</tr>
</tbody>
</table>

### LinkedIn

<table>
<thead>
<tr>
<th>Month</th>
<th>Dec</th>
<th>Nov</th>
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<th>Apr</th>
<th>Mar</th>
<th>Feb</th>
<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>224,051</td>
<td>223,740</td>
<td>223,196</td>
<td>222,840</td>
<td>224,100</td>
<td>226,552</td>
<td>227,308</td>
<td>227,308</td>
<td>227,308</td>
<td>227,308</td>
<td>227,308</td>
<td>227,308</td>
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</tbody>
</table>

### Snapchat

<table>
<thead>
<tr>
<th>Month</th>
<th>Dec</th>
<th>Nov</th>
<th>Oct</th>
<th>Sep</th>
<th>Aug</th>
<th>Jul</th>
<th>Jun</th>
<th>May</th>
<th>Apr</th>
<th>Mar</th>
<th>Feb</th>
<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>5,059</td>
<td>5,149</td>
<td>5,247</td>
<td>5,358</td>
<td>5,401</td>
<td>5,526</td>
<td>5,732</td>
<td>5,732</td>
<td>5,732</td>
<td>5,732</td>
<td>5,732</td>
<td>5,732</td>
</tr>
</tbody>
</table>

### YouTube

<table>
<thead>
<tr>
<th>Month</th>
<th>Dec</th>
<th>Nov</th>
<th>Oct</th>
<th>Sep</th>
<th>Aug</th>
<th>Jul</th>
<th>Jun</th>
<th>May</th>
<th>Apr</th>
<th>Mar</th>
<th>Feb</th>
<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>7,368</td>
<td>7,334</td>
<td>7,521</td>
<td>7,730</td>
<td>7,965</td>
<td>8,282</td>
<td>8,462</td>
<td>8,462</td>
<td>8,462</td>
<td>8,462</td>
<td>8,462</td>
<td>8,462</td>
</tr>
</tbody>
</table>

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**Spreadsheet available for download at vt.edu/social-media**
Peer Analysis
Utilize Facebook’s free peer tools

Pick pages to watch & compare your performance

Check out posts from your competitors too

Note:
Pages are ordered based on follower numbers, not performance.
You can’t choose your time frame either.
Compare year to year followers, in addition to month to month.
Measuring Success

Compare content from similar events over time.

2018

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.

2019

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

3,392 LIKES

2019

Virginia Tech 🐥
@vt2022

79 RT | 478 LIKES

2018

Virginia Tech 🦁
@vt2022

115 RT | 779 LIKES

2018

Virginia Tech 🐥
@vt2022

9,213 LIKES
Industry Benchmarks

Rival IQ:

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
PRAISE YOURSELF.

Reporting

BUT CRITIQUE YOURSELF TOO.

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.

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.
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.
Note improvements & save platform compliments from users

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

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

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.

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)**

<table>
<thead>
<tr>
<th></th>
<th># of Followers</th>
<th># of Posts</th>
<th>AVERAGE ENGAGEMENT RATE</th>
<th>AVERAGE IMPRESSIONS PER POST</th>
<th>AVERAGE COMMENTS PER POST</th>
<th>AVERAGE LIKES PER POST</th>
<th>AVERAGE SAVES PER POST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 2018</td>
<td>50,550</td>
<td>59</td>
<td>6.0%</td>
<td>44,368</td>
<td>23</td>
<td>2,981</td>
<td>34</td>
</tr>
<tr>
<td>Q4 2017</td>
<td>38,899</td>
<td>60</td>
<td>4.4%</td>
<td>25,519</td>
<td>8</td>
<td>1,647</td>
<td>10</td>
</tr>
<tr>
<td>% Change</td>
<td>30%</td>
<td>-2%</td>
<td>1.4%</td>
<td>74%</td>
<td>188%</td>
<td>81%</td>
<td>240%</td>
</tr>
</tbody>
</table>

**Facebook**

<table>
<thead>
<tr>
<th></th>
<th># of Followers</th>
<th># of Posts</th>
<th>AVERAGE ENGAGEMENT RATE</th>
<th>AVERAGE REACH PER POST</th>
<th>AVERAGE COMMENTS PER POST</th>
<th>AVERAGE LIKES PER POST</th>
<th>AVERAGE SHARES PER POST</th>
<th>AVERAGE LINK CLICKS PER POST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 2018</td>
<td>196,824</td>
<td>186</td>
<td>5.4%</td>
<td>23,093</td>
<td>32</td>
<td>566</td>
<td>74</td>
<td>367</td>
</tr>
<tr>
<td>Q4 2017</td>
<td>189,883</td>
<td>136</td>
<td>4.0%</td>
<td>54,602</td>
<td>42</td>
<td>1,126</td>
<td>138</td>
<td>293</td>
</tr>
<tr>
<td>% Change</td>
<td>4%</td>
<td>37%</td>
<td>1.4%</td>
<td>-58%</td>
<td>-24%</td>
<td>-50%</td>
<td>-469%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Twitter (@virginia_tech)**

<table>
<thead>
<tr>
<th></th>
<th># of Followers</th>
<th># of Tweets</th>
<th>AVERAGE ENGAGEMENT RATE</th>
<th>AVERAGE IMPRESSIONS PER TWEET</th>
<th>AVERAGE REPLIES PER TWEET</th>
<th>AVERAGE LIKES PER TWEET</th>
<th>AVERAGE RETWEETS PER TWEET</th>
<th>AVERAGE LINK CLICKS PER TWEET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 2018</td>
<td>61,333</td>
<td>286</td>
<td>3.3%</td>
<td>15,712</td>
<td>1</td>
<td>99</td>
<td>20</td>
<td>53</td>
</tr>
<tr>
<td>Q4 2017</td>
<td>46,118</td>
<td>292</td>
<td>2.3%</td>
<td>12,067</td>
<td>1</td>
<td>71</td>
<td>23</td>
<td>53</td>
</tr>
<tr>
<td>% Change</td>
<td>33%</td>
<td>-2%</td>
<td>1%</td>
<td>30%</td>
<td>0</td>
<td>39%</td>
<td>-13%</td>
<td>0</td>
</tr>
</tbody>
</table>

**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

LOOK AT:

TOP VT NEWS SOCIAL POST BY ENGAGEMENT
Click-throughs with Bounce Rate

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.

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users (%)</td>
<td>New Users (%)</td>
</tr>
<tr>
<td></td>
<td>of Total:</td>
<td>of Total:</td>
</tr>
<tr>
<td></td>
<td>100.00%</td>
<td>100.06%</td>
</tr>
<tr>
<td>1. Social</td>
<td>89,640 (11.00%)</td>
<td>61,686 (9.67%)</td>
</tr>
<tr>
<td>2. Display</td>
<td>3 (0.00%)</td>
<td>0 (0.00%)</td>
</tr>
<tr>
<td>3. Paid Search</td>
<td>10 (0.00%)</td>
<td>3 (0.00%)</td>
</tr>
<tr>
<td>4. (Other)</td>
<td>280 (0.03%)</td>
<td>121 (0.02%)</td>
</tr>
<tr>
<td>5. Organic Search</td>
<td>425,062 (52.16%)</td>
<td>320,189 (50.18%)</td>
</tr>
<tr>
<td>6. Referral</td>
<td>32,087 (3.94%)</td>
<td>23,255 (3.64%)</td>
</tr>
<tr>
<td>7. Email</td>
<td>335 (0.04%)</td>
<td>270 (0.04%)</td>
</tr>
<tr>
<td>8. Direct</td>
<td>267,575 (32.83%)</td>
<td>232,555 (36.45%)</td>
</tr>
</tbody>
</table>
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.)
The Process

1. **Post**
   - Share your best content

2. **Track, Measure, & Analyze**
   - Evaluate your posts

3. **Report**
   - Explain the data for yourself and/or others

4. **Adjust & Repeat**
   - Apply lessons learned and try again
Questions?
FAIREN HORNER, SOCIAL MEDIA MANAGER
FAIRENC1@VT.EDU
(540) 315-2387

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