What are your communication goals?

• Community building
• Informational
• Complimentary
• What is your call to action?
• What do you want your audience to do?

Posts should try to support:
1. Advancement (alumni)
2. Recruitment (students, faculty, & staff)
3. Reputation
4. Research
5. Retention
Why worry about analytics?

- What are your communication goals and how does social media fit in?
- Who is your audience?
- Are you engaging your audience?
- Is your content compelling?
- Are you using photos and links? Are they working?
- Are you driving traffic to your website?

Is it worth your time and effort?
Twitter - Analytics Vocabulary

- Follower
- Tweet
- Retweet - someone reposted your tweet
- Favorite - someone liked your tweet
- Reply - someone tweeted back to you about your tweet
- Mention - someone used your handle in a tweet or retweet
- Link click – someone clicked on your image or website link
- Hashtags – Twitter’s way of letting your tweet be a part of a larger #trend

Impression - When a user sees your tweet on Twitter

Engagement – The number of times a user interacts with a tweet (all clicks, hashtags, links, avatars, user names, tweet expansions, retweets, replies, follows, and favorites)
Twitter – Tweet Activity

1. Go to profile page
2. Click on gear symbol – “⚙️” (top right corner)
3. Choose “Twitter Ads” (new window will open)
4. Choose “Analytics” (top menu)
5. Choose “Tweet Activity”
Twitter

• What’s important for each post?
  – Impressions
  – Engagements
  – Engagement rate

• What’s important for your handle?
  – Impressions
  – Engagement rate
  – Link clicks
  – Retweets
  – Favorites
  – Replies
Facebook - Analytics Vocabulary

- Friend/Like
- Post
- Like – someone clicks like on your post
- Comment – someone comments on your post
- Share – someone shares your post on his or her FB wall

**Reach** – the number of unique people who saw any content about a post (includes both fans and non fans).

**Impression** - the total number of times any Facebook user (fan or non fan) could have potentially seen any content associated with your Page in their News Feed or Ticker or by visits to your Page directly.

**Engagement** – the ratio of engaged users to reach.
Facebook - Insights

1. Go to your page
2. Click on Insights
Facebook

- **Post vs. Page metrics**
  - **Post**
    - Likes, comments, shares
    - Engagement rate per post (sharing)
  - **Page**
    - Likes/friends
    - Page impressions
    - Total reach
Instagram - Analytics Vocabulary

- Follower
- Post
- Like – someone “likes” your photo
- Comment – someone comments on your photo
- Tag – another Instagram handle is mentioned in your post
- Hashtag – Instagram’s way of letting your post be part of a #trend

**Love Rate** – measures how much your followers like your posts

**Talk Rate** – measures how much your followers comment on your posts

**Spread Rate** – measures how much of the likes received on your posts that come from people who don’t follow you.
Instagram

Iconosquare: [http://iconosquare.com](http://iconosquare.com)
Free analytics service for Instagram accounts

- Followers
- Likes
- Comments
- Engagement:
  - Love rate
  - Talk rate
  - Spread rate
A social media analytics case study

Goals for Foisie gift announcement:
- To coordinate WPI’s university social media channels
- To collaborate with other WPI social media channels to retweet and share the news
- To track the engagement on each page/handle

FACEBOOK
- Posts: 2
- Impressions: 126,161
- Stories: 1,084

Best Post
“Making a difference”
- 318 likes
- 32 comments
- 45 shares
- 14.16% Engagement
A social media analytics case study

**TWITTER**

Tweets 15
Retweeted 41 times
Favorited 44 times

**Best Tweets**

13 favorites
22 retweets
3 clicks

14 favorites
11 retweets
1 click
A social media analytics case study

**LINKEDIN** (University Page)
- Posts: 1
- Likes: 60
- Comments: 2

**BITLY**
- Link: 1
  - (wpi.edu/news/20134/fiosie...)
- Clicks: 410

**Using bitly for links**
Bitly allows you to easily save and share links from around the web in a shortened form - perfect for Twitter and trackable. Learn more...[bitly.com](http://bitly.com)
HootSuite
https://hootsuite.com/

- Low cost – free version
- Great for scheduling
- Analytics can get pricey
- Demographics information available
- Multiple pages and handles
- Facebook, Twitter, and LinkedIn
Other Resources

SproutSocial
https://sproutsocial.com
- Monthly fee
- Great for scheduling
- One cost for all analytics
- Demographics information available
- Multiple pages and handles
- Facebook, Twitter, and LinkedIn
Contact Information

Online Social Media Toolkit
wpi.edu/+socialmedia

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