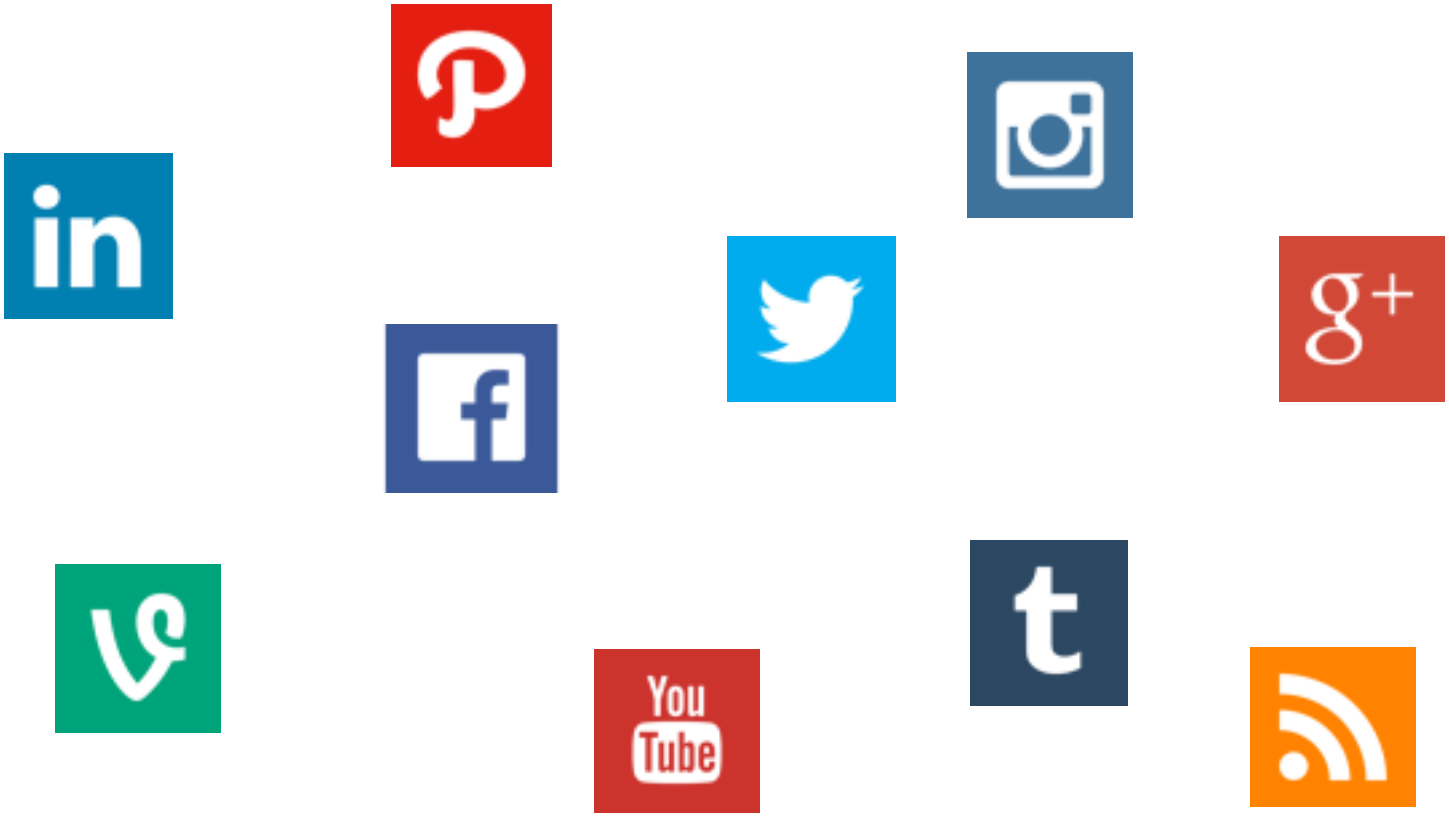
Social Media Analytics: Do you know your numbers?

Quick Intro

- Cody Damon, President of Media Cause
- Media Cause is a full-service digital marketing agency that works exclusively in the nonprofit space.
- Offices in Boston, Dallas, and San Francisco

“The What” of Social Media Analytics

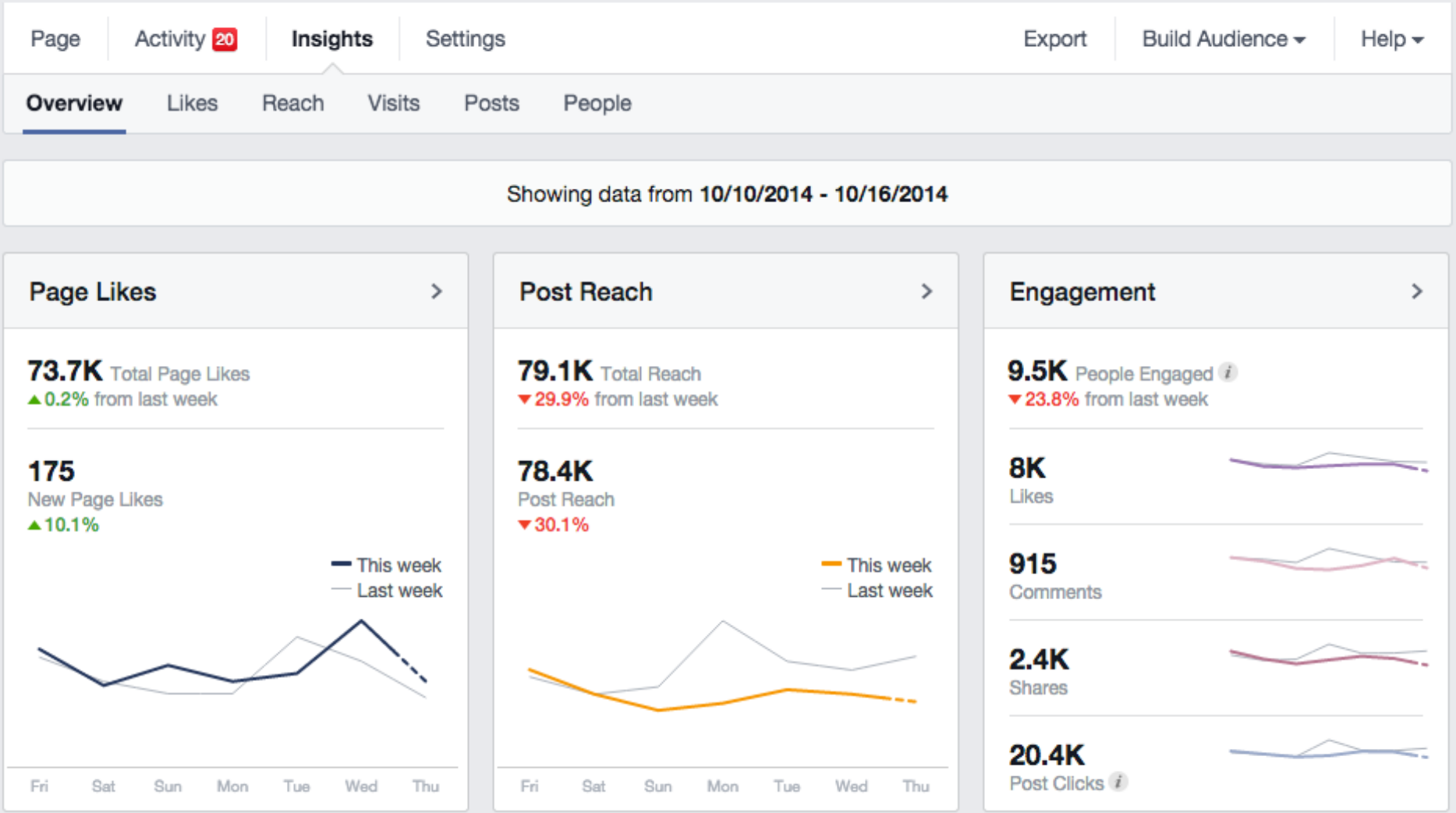


Before we get started…

- 2 questions that need to be answered:
  - What are your organization or program goals?
    - How do those translate onto social platforms? And how do we measure outcomes?
  - Who is your audience(s)?
    - Which platforms are they on?

Good Data vs. Vanity Metrics

Where is the good data?



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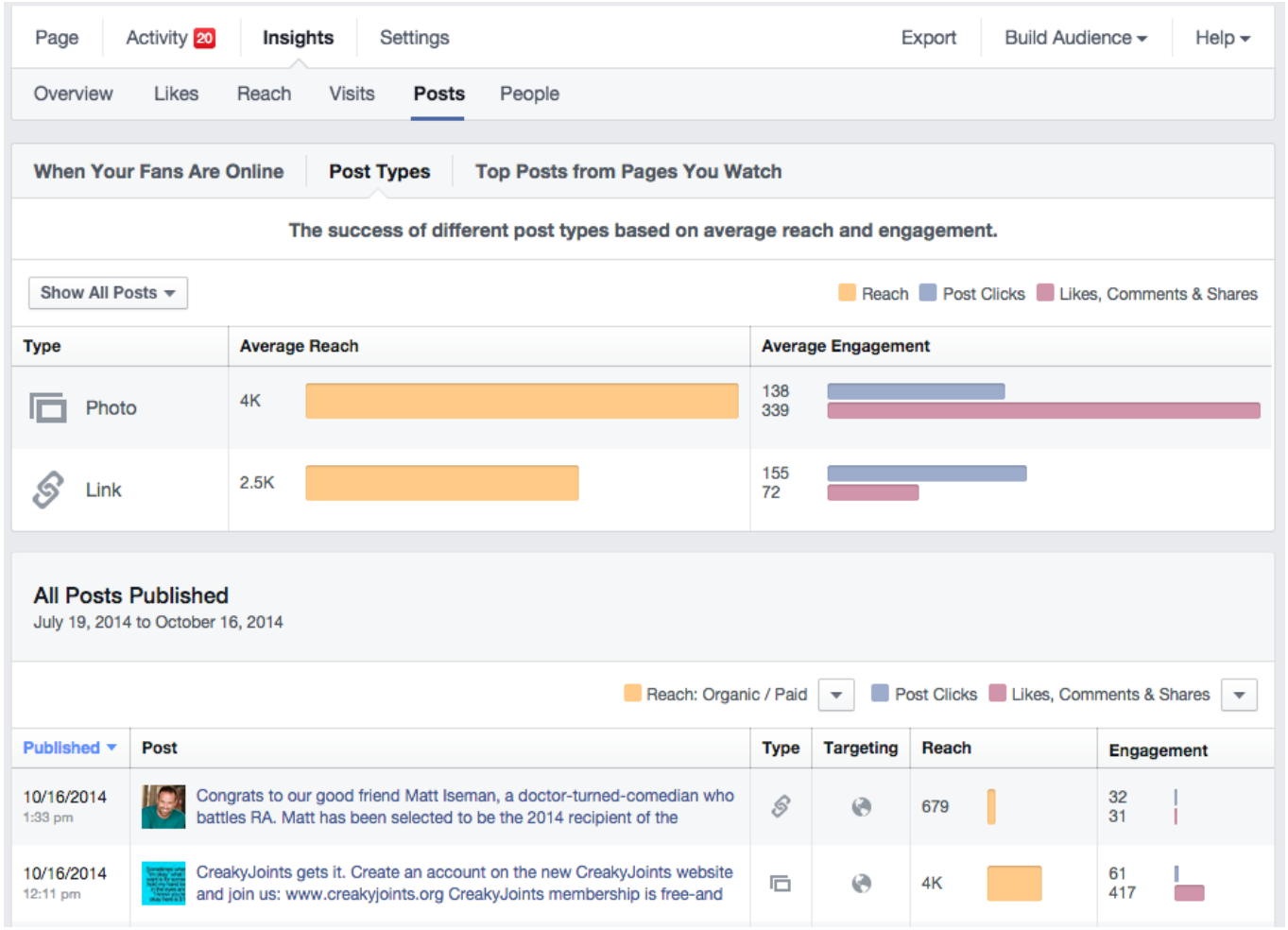
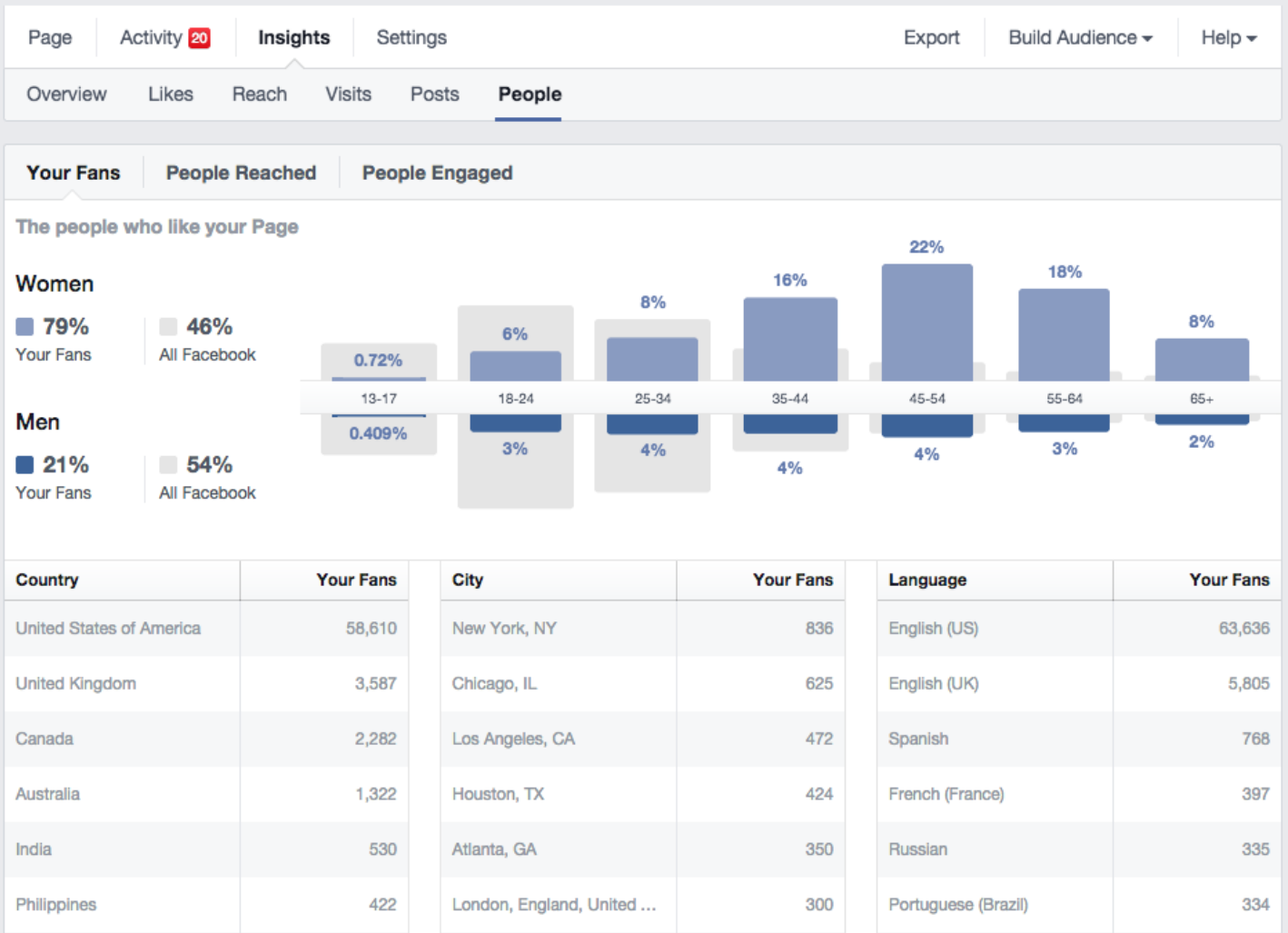
Facebook Insights



Facebook Insights

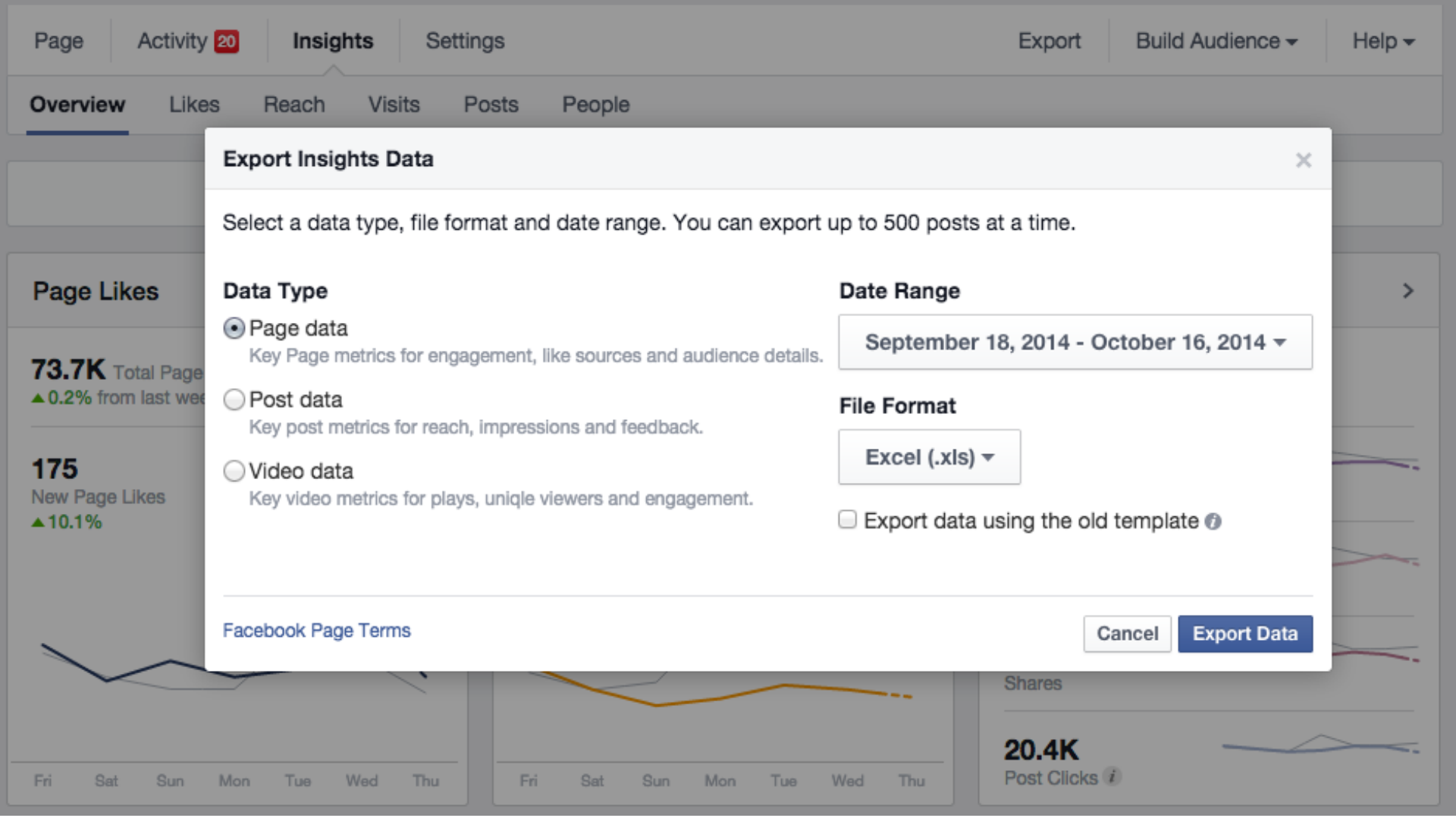


Country	Your Fans
United States of America	58,610
United Kingdom	3,587
Canada	2,282
Australia	1,322
India	530
Philippines	422

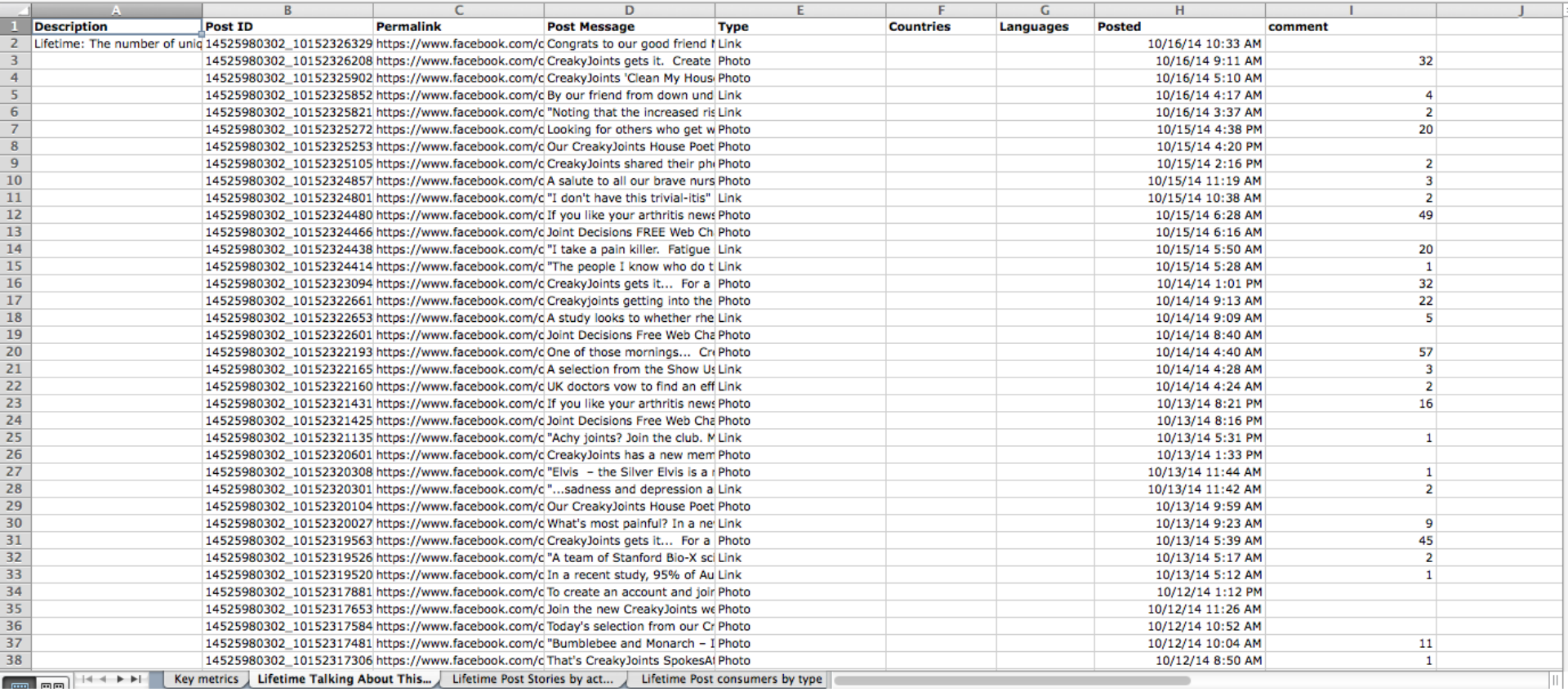
City	Your Fans
New York, NY	836
Chicago, IL	625
Los Angeles, CA	472
Houston, TX	424
Atlanta, GA	350
London, England, United ...	300

Language	Your Fans
English (US)	63,636
English (UK)	5,805
Spanish	768
French (France)	397
Russian	335
Portuguese (Brazil)	334

Dive a Little Deeper



Data, Data, and more Data



	A	B	C	D	E	F	G	H	I	J
1	Description	Post ID	Permalink	Post Message	Type	Countries	Languages	Posted	comment	
2	Lifetime: The number of uniq	14525980302_10152326329	https://www.facebook.com/c	Congrats to our good friend M	Link			10/16/14 10:33 AM		
3		14525980302_10152326208	https://www.facebook.com/c	CreakyJoints gets it. Create	Photo			10/16/14 9:11 AM	32	
4		14525980302_10152325902	https://www.facebook.com/c	CreakyJoints 'Clean My Hous	Photo			10/16/14 5:10 AM		
5		14525980302_10152325852	https://www.facebook.com/c	By our friend from down und	Link			10/16/14 4:17 AM	4	
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10		14525980302_10152324857	https://www.facebook.com/c	A salute to all our brave nurs	Photo			10/15/14 11:19 AM	3	
11		14525980302_10152324801	https://www.facebook.com/c	"I don't have this trivial-itis"	Link			10/15/14 10:38 AM	2	
12		14525980302_10152324480	https://www.facebook.com/c	If you like your arthritis news	Photo			10/15/14 6:28 AM	49	
13		14525980302_10152324466	https://www.facebook.com/c	Joint Decisions FREE Web Ch	Photo			10/15/14 6:16 AM		
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18		14525980302_10152322653	https://www.facebook.com/c	A study looks to whether rhe	Link			10/14/14 9:09 AM	5	
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20		14525980302_10152322193	https://www.facebook.com/c	One of those mornings... Cr	Photo			10/14/14 4:40 AM	57	
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28		14525980302_10152320301	https://www.facebook.com/c	"...sadness and depression a	Link			10/13/14 11:42 AM	2	
29		14525980302_10152320104	https://www.facebook.com/c	Our CreakyJoints House Poet	Photo			10/13/14 9:59 AM		
30		14525980302_10152320027	https://www.facebook.com/c	What's most painful? In a ne	Link			10/13/14 9:23 AM	9	
31		14525980302_10152319563	https://www.facebook.com/c	CreakyJoints gets it... For a	Photo			10/13/14 5:39 AM	45	
32		14525980302_10152319526	https://www.facebook.com/c	"A team of Stanford Bio-X sc	Link			10/13/14 5:17 AM	2	
33		14525980302_10152319520	https://www.facebook.com/c	In a recent study, 95% of Au	Link			10/13/14 5:12 AM	1	
34		14525980302_10152317881	https://www.facebook.com/c	To create an account and join	Photo			10/12/14 1:12 PM		
35		14525980302_10152317653	https://www.facebook.com/c	Join the new CreakyJoints we	Photo			10/12/14 11:26 AM		
36		14525980302_10152317584	https://www.facebook.com/c	Today's selection from our Cr	Photo			10/12/14 10:52 AM		
37		14525980302_10152317481	https://www.facebook.com/c	"Bumblebee and Monarch – I	Photo			10/12/14 10:04 AM	11	
38		14525980302_10152317306	https://www.facebook.com/c	That's CreakyJoints SpokesA	Photo			10/12/14 8:50 AM	1	

Key metrics | Lifetime Talking About This... | Lifetime Post Stories by act... | Lifetime Post consumers by type

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Communication Model

VS

Organization-Centric
Communication Model

User-Centric
Communication Model

Here – But it Needs a Human

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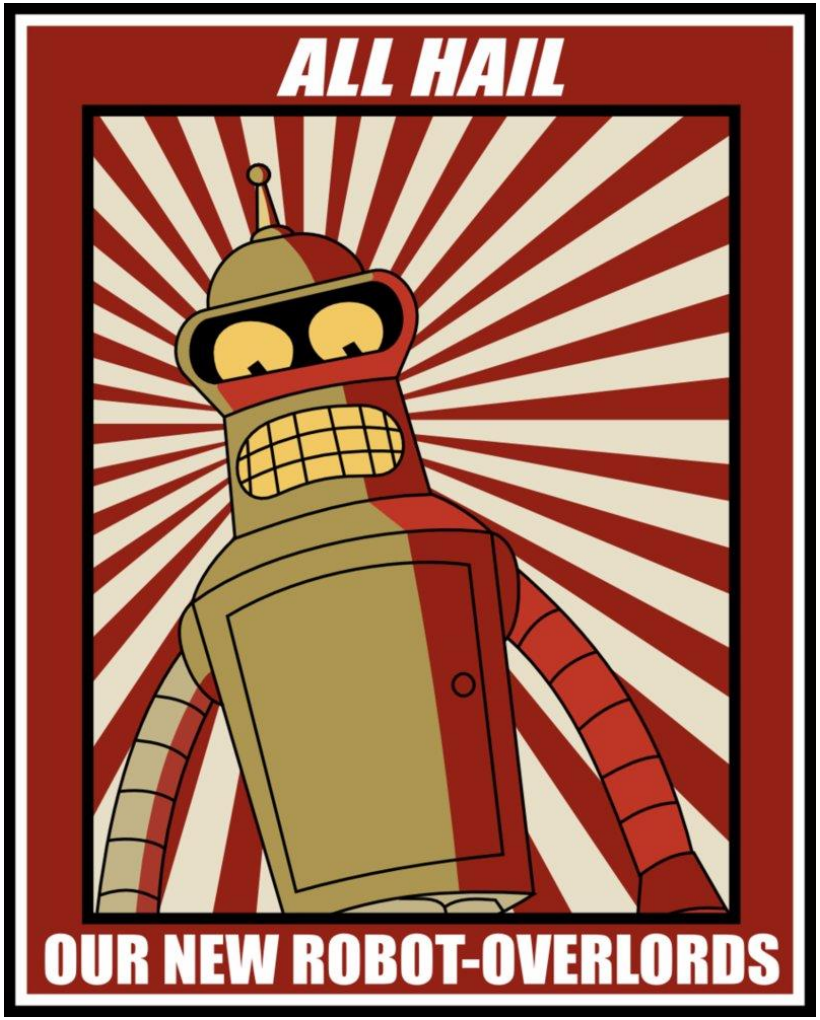
What Humans Can Do

- Provide Context
- Identify Trends
- Laugh, Cry, Hate, Love



Data Into Action

- Provide Context
- We like to create a report that identifies different themes and indicates which ones are resonating the most within our community

Content Analysis (Sept)	# of Posts	Total Users Reached	Avg. Reach per Post	Total Engaged Users	Avg. Engaged Users per Post	Resonator Rank
Entertain	**67**	**431,970**	**6,447**	**48,529**	**724**	**101%**
Meme: Cleaning	2	9,097	4,549	945	473	131%
Meme: Dogs and/or cats	4	25,350	6,338	2,991	748	265%
Meme: Fatigue/Tiredness	33	238,778	7,236	26,263	796	289%
Meme: Health practitioners	4	32,680	8,170	3,567	892	336%
Meme: Nostalgia	5	25,197	5,039	3,234	647	216%
Meme: Pain	16	53,236	3,327	6,650	416	103%
Meme: Social	3	47,632	15,877	4,879	1626	694%
Inform	**113**	**263,791**	**2,334**	**19,880**	**176**	**-51%**
Arthritis	36	97,637	2,712	7,370	205	0%
Costs	3	7,043	2,348	519	173	-15%
Diet	6	7,229	1,205	520	87	-58%
Fibromyalgia	10	26,183	2,618	1,912	191	-7%
Health practitioners	3	13,362	4,454	1,002	334	63%
Informative event	9	9,367	1,041	810	90	-56%
Lupus	3	7,677	2,559	525	175	-15%
Mental health	4	12,216	3,054	848	212	4%
Pets with arthritis	2	2,635	1,318	148	74	-64%
Treatment (drug)	30	71,344	2,378	5,562	185	-9%
Treatment (surgery)	3	4,370	1,457	308	103	-50%
Treatment (therapy)	4	4,728	1,182	356	89	-57%
Inspire/Support	**78**	**192,817**	**2,472**	**19,757**	**253**	**-30%**
Business support	2	1,910	955	103	52	-75%
Organizational update	6	6,445	1,074	612	102	-50%
Fatigue management	1	12,732	12,732	965	965	371%
Helpful tools or products	2	3,268	1,634	295	148	-28%
Meme: Overcome challenges	9	43,037	4,782	4,746	527	158%
Pain management	8	25,999	3,250	2,777	347	70%
People who fibromyalgia	1	6,200	6,200	457	457	123%
People who have arthritis	27	72,257	2,676	7,030	260	27%
People who have lupus	2	4,181	2,091	308	154	-25%
Photo-a-day	20	16,788	839	2,464	123	-40%
Membership	**28**	**122,203**	**4,364**	**13,060**	**466**	**30%**
Clean My House	13	20,926	1,610	2,057	158	-23%
Community	9	65,669	7,297	6,820	758	270%
General	6	35,608	5,935	4,183	697	241%

Community Building Plans

Facebook Community Building

What can we learn from your content's performance on Facebook?

Insight #1

Out of four categories of Facebook content (entertain, inform, inspire/support, and membership), the category that engages CreakyJoint's community the most is entertainment. Specifically, entertaining memes about (1) the social life of people with arthritis, (2) health practitioners, and (3) fatigue/tiredness are the top performers. On the other hand, memes about pain and cleaning were the least engaging memes.

Next Step: To increase overall Facebook reach, share more of the best performing memes: more about the social life of people with arthritis, health practitioners, and fatigue/tiredness, and less memes about pain and cleaning.

Insight #2

Out of your 286 posts in September, memes about the social life of people with arthritis is your most engaging type of content. Your 3 social memes engaged an average of 1,626 people. To the right is an example. In contrast, your median engaged users per post is 205!

Next step: The performance of social life memes suggests your community resonates highly with this type of content. Consider taking it a step further by developing blog posts that focus on the social lives of people with arthritis.

Insight #3

Your post about fatigue management performed very well, performing 371% better than your median post. This post reached 12,732 people, when your posts' median reach is only 2,694! (View post at www.fb.com/creakyjoints/posts/10152275494730303)

Next step: Share more articles or create your own articles on fatigue management because your September data suggests your community is very interested in this topic.

It Applies To All Platforms

Content Analysis (Sept)	# of Posts	Total Impressions	Avg. Impressions Per Tweet	Total Engagements	Avg. Engagement Per Tweet	Resonator Rank	
Inform	**78**	**22,932**	**294**	**698**	**8.9**	**-24%**	
Arthritis	25	7,659	306	262	10.5	3%	
Costs	1	230	230	0	0.0	-100%	❗
Diet	3	657	219	15	5.0	-51%	
Fibromyalgia	10	2,980	298	105	10.5	3%	
Informative event	7	2,229	318	46	6.6	-36%	
Lupus	5	1,291	258	25	5.0	-51%	
Mental health	2	345	173	17	8.5	-17%	
Pets with arthritis	1	230	230	4	4.0	-61%	❗
Treatment (drug)	22	6,858	312	213	9.7	-5%	
Treatment (surgery)	2	453	227	11	5.5	-46%	
Inspire/Support	**28**	**14,029**	**501**	**390**	**13.9**	**18%**	
Business support	1	230	230	13	13.0	27%	👍
Follow Friday	2	1,219	610	81	40.5	296%	👍
Organizational update	7	3,029	433	114	16.3	59%	
Pain management	4	911	228	29	7.3	-29%	
People who have arthritis	11	7,694	699	120	10.9	7%	
People who have lupus	3	946	315	33	11.0	8%	
Membership	**16**	**5,840**	**365**	**189**	**11.8**	**0%**	
Clean My House	6	2,289	382	95	15.8	55%	👍
Community	9	3,356	373	92	10.2	0%	
General	1	195	195	2	2.0	-80%	❗

Community Building Plan

Twitter Community Building

What can we learn from your content's performance on Twitter?

Insight #1

Your Follow Friday tweets are your top performing tweets - receiving an average of 40.5 engagements per tweet. In comparison, the median engagement among your tweets in September is 10.

Next Step: Continue participating in Follow Fridays.

Insight #2

Unlike Facebook, your membership tweets that include information about the 'Clean My House' benefit performed much better than those that are more general or have a community angle.

Next step: When encouraging your Twitter followers to sign up on your website, tweet more about special benefits like 'Clean My House'.

Insight #3

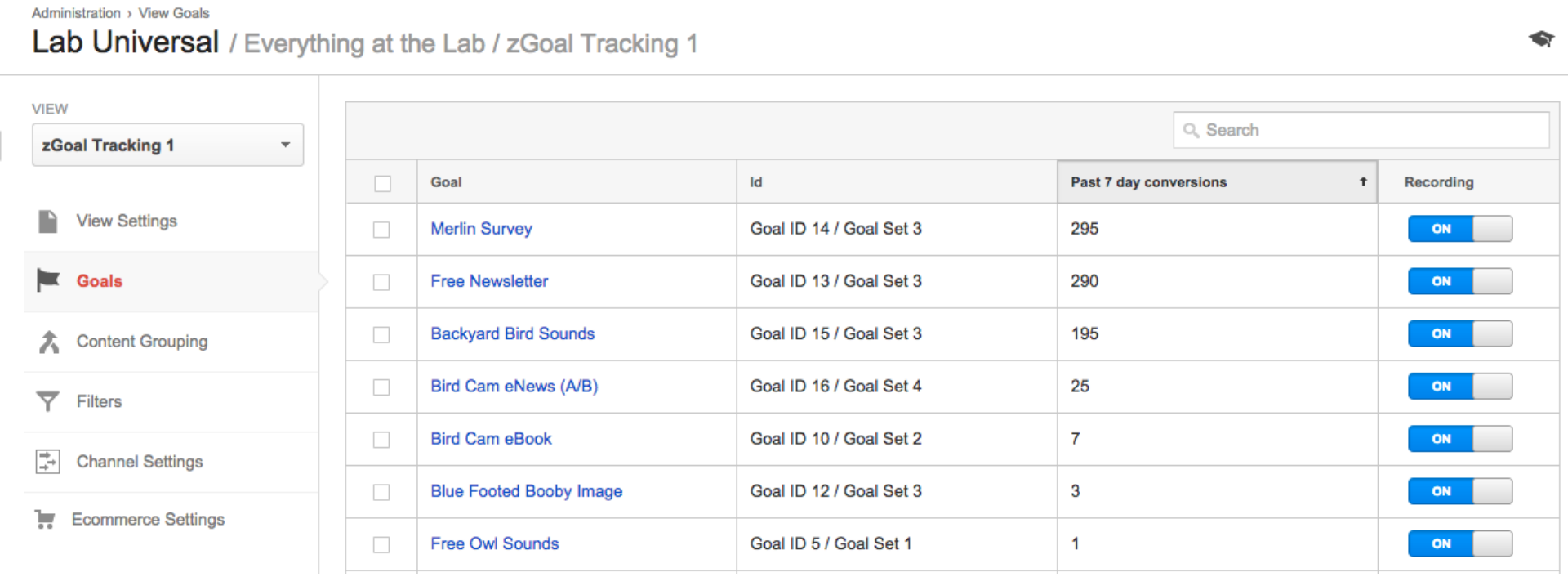
Your organizational updates, such as the launch of Joint Decisions and photos of your staff, resonate well with your Twitter community. This type of content performed 59% better than your typical tweet.

Next step: Share more tweets that humanize your brand, such as what your staff is working on and updates on Joint Decisions.

Data Beyond Social Platforms

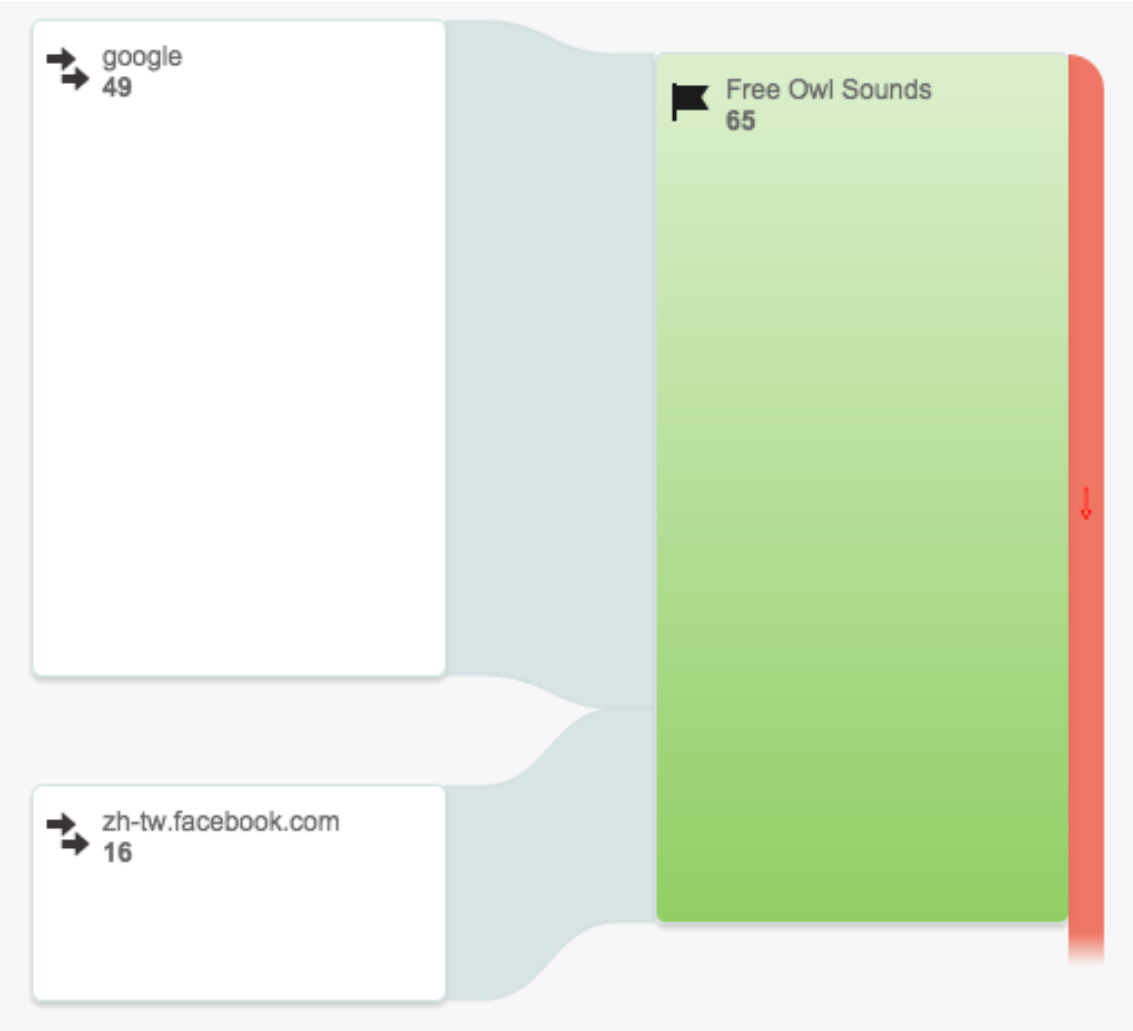
	Default Channel Grouping	Acquisition			Behavior			Conversions All Goals	
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
		1,582,038 % of Total: 100.00% (1,582,038)	63.38% Site Avg: 63.38% (0.00%)	1,002,707 % of Total: 100.00% (1,002,707)	62.78% Site Avg: 62.78% (0.00%)	2.47 Site Avg: 2.47 (0.00%)	00:02:19 Site Avg: 00:02:19 (0.00%)	0.26% Site Avg: 0.26% (0.00%)	4,165 % of Total: 100.00% (4,165)
☐	1. Organic Search	**998,435** (63.11%)	64.59%	644,888 (64.31%)	60.08%	2.49	00:02:29	<0.01%	31 (0.74%)
☐	2. Direct	**285,690** (18.06%)	82.13%	234,625 (23.40%)	76.68%	2.01	00:01:35	0.04%	117 (2.81%)
☐	3. Referral	**193,788** (12.25%)	38.95%	75,471 (7.53%)	52.98%	3.32	00:02:56	0.57%	1,108 (26.60%)
☐	4. Email	**46,057** (2.91%)	43.78%	20,164 (2.01%)	64.65%	1.99	00:01:47	5.94%	2,737 (65.71%)
☐	5. Social	**41,024** (2.59%)	53.70%	22,030 (2.20%)	72.10%	1.91	00:01:32	0.15%	61 (1.46%)
☐	6. (Other)	**10,574** (0.67%)	16.74%	1,770 (0.18%)	60.71%	2.98	00:02:19	0.04%	4 (0.10%)
☐	7. Paid Search	**5,824** (0.37%)	58.29%	3,395 (0.34%)	90.26%	1.31	00:00:36	1.84%	107 (2.57%)
☐	8. Display	**646** (0.04%)	56.35%	364 (0.04%)	82.51%	1.36	00:00:37	0.00%	0 (0.00%)

Tracking Goals in Google Analytics

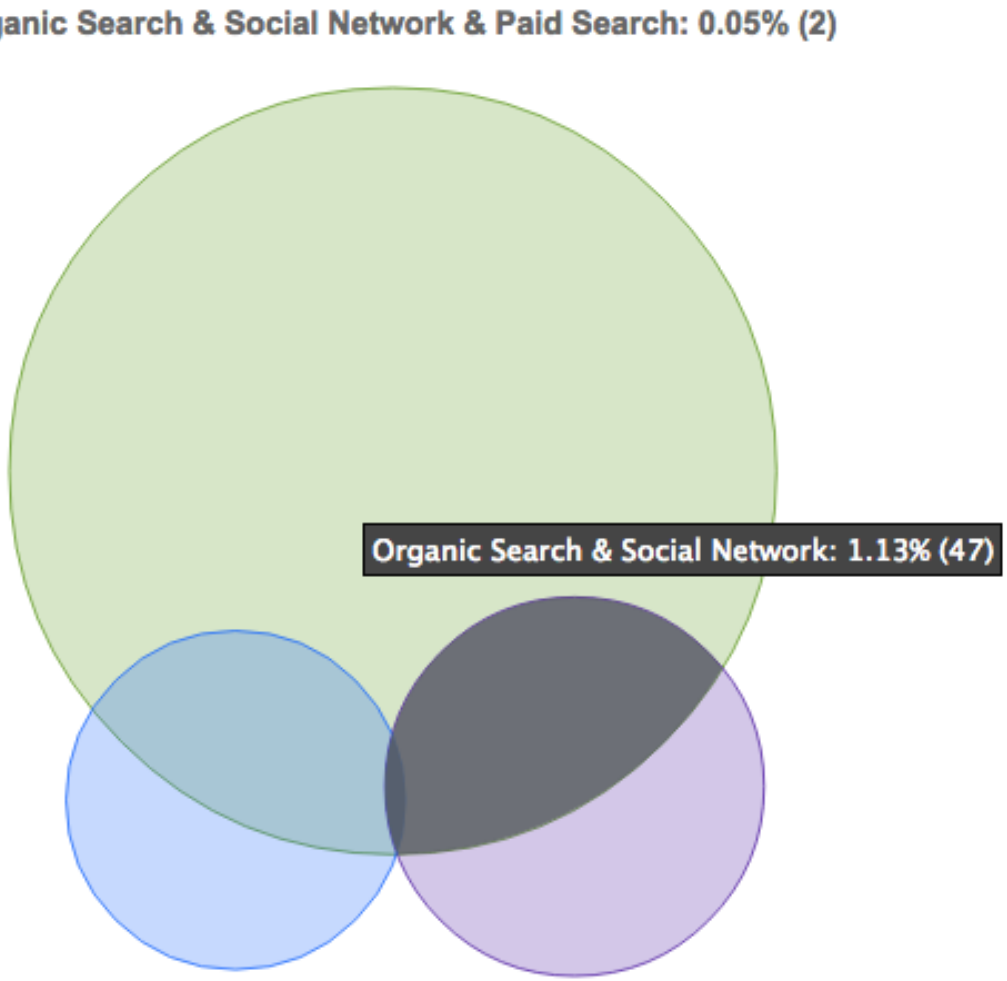


Comparative Data

- Allows you to start making decisions on resource allocation



It Gets More Fun



Digest Before Lunch

- Step 1 : Define Goals and Audience
- Step 2 : Choose social platform(s) that will help you reach those goals with that audience
- Step 3 : Focus your on-platform metrics around measuring what keeps people interested in your mission
- Step 4 : Setup Goals in Google Analytics and measure how well your efforts are achieving those goals comparatively.

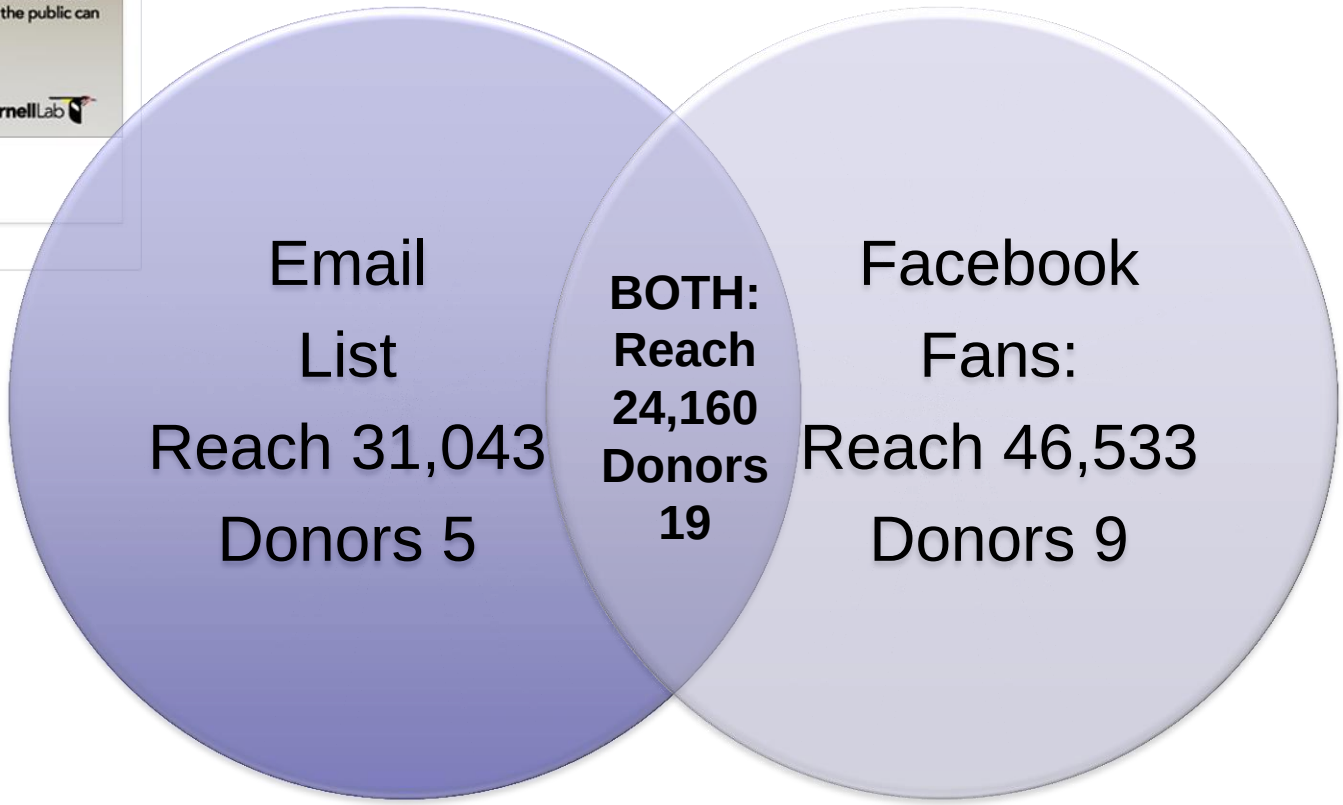
Fun Hack

- Want to know how many of your donors are following you on Facebook or Twitter?

Both of these advertising platforms allow you to upload email lists to target on the platform.

Upload your latest donor email file and select to target only your followers and you will get an estimated number of users.

Why It Matters



Thank You!

- Questions?

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