

Social Media Analytics

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Agenda

- What to measure
- How to measure – framework
- How to measure – tools
- Reporting
- Case studies
- Questions

What to measure

- Audience demographics, volume, engagement and interactions
- Measure to evaluate effectiveness
- Measure according to existing objectives
- Measure social media as a component of an integrated communications plan.

What analytics can't tell you

- Your objectives/goals
- The qualitative measures
- The 'what' but not the 'why'
- Who your audience could be and how they could behave
- What your audiences want or why they are engaging with you.



How to measure: 'Let's Get Real 2: A journey towards understanding and measuring digital engagement'

Sejul Malde, Jane Finnis, Anra Kennedy, Mia Ridge,
Elena Villaespesa and Seb Chan.

What to measure.

Prior to this study the museums were measuring fairly standard metrics.

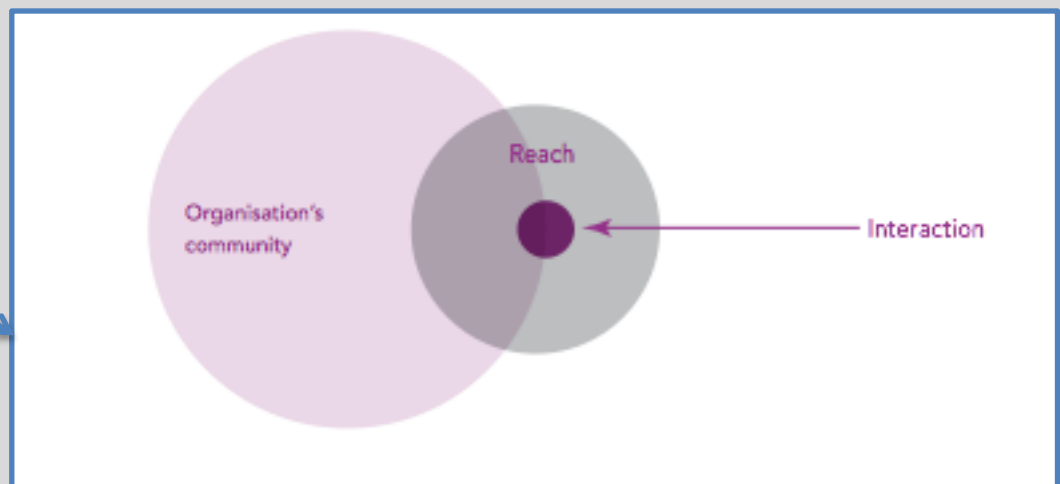
Platform	Tool	Data
Facebook	Facebook Insights	Likes (fans) Reach Impressions Type of post (links, status update, video, share, question) Likes Shares Comments Clicks (photo, links, video) Top 10 posts with higher interaction rate
	NVIVO (NCapture browser extension)	Posts Type of post (objective, type of activity, content) Type of comment Length of comments Sentiment Message direction
Twitter	Museum Analytics	Followers
	NVIVO (NCapture browser extension)	Number of tweets Retweets Top 10 tweets with higher virality rate
Website	Google Analytics (Social media dashboard)	Visits from social media sites (Facebook, Twitter, Pinterest, Tumblr, YouTube, TripAdvisor, Reddit, StumbleUpon...) and Wikipedia Bounce rate Pages per visit Average time on site Percentage of new vs. returning visitors Mobile visits Top social media referrals Revenue by social media site Most shared pages Clicks on social media buttons

What to measure.

$$\text{Interaction Rate} = \frac{\text{Number of interactions (unique)}}{\text{Reached users (unique)}}$$

Interplay of three types of metrics that determines an accurate interaction rate.

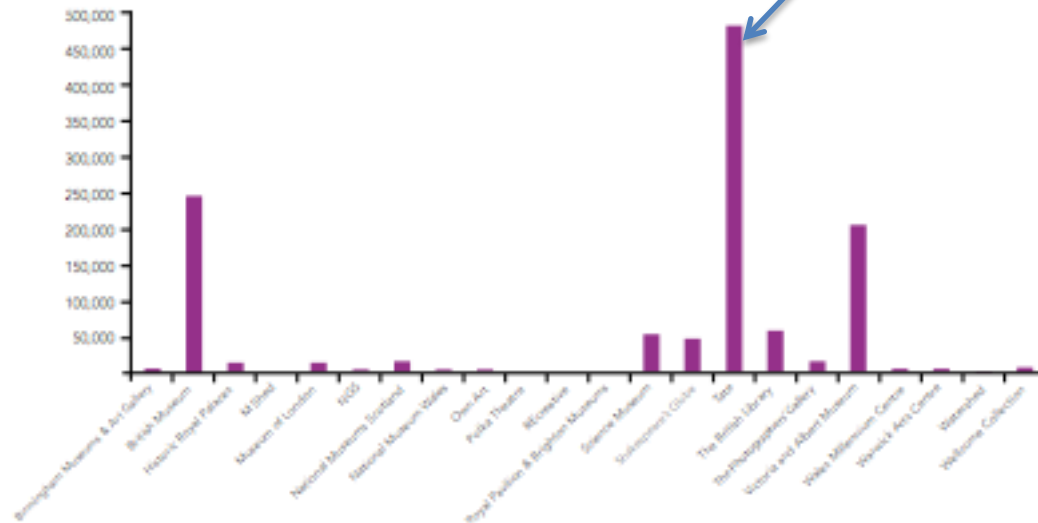
Interaction rate is the number of interactions = likes, comments, shares for the reach of each post.



Each museum by likes

Note: Tate has the largest number of likes

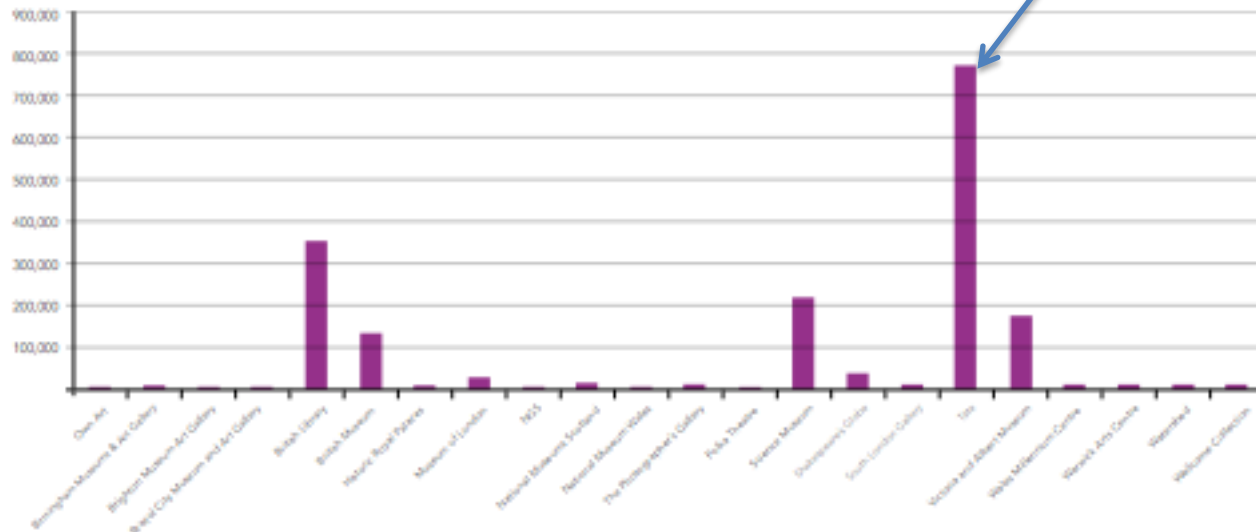
Figure 15: Number of Facebook likes (December 2012)



Each museum by Twitter followers

Again, Tate has the largest number of followers.

Figure 16: Number of Twitter followers (December 2012)

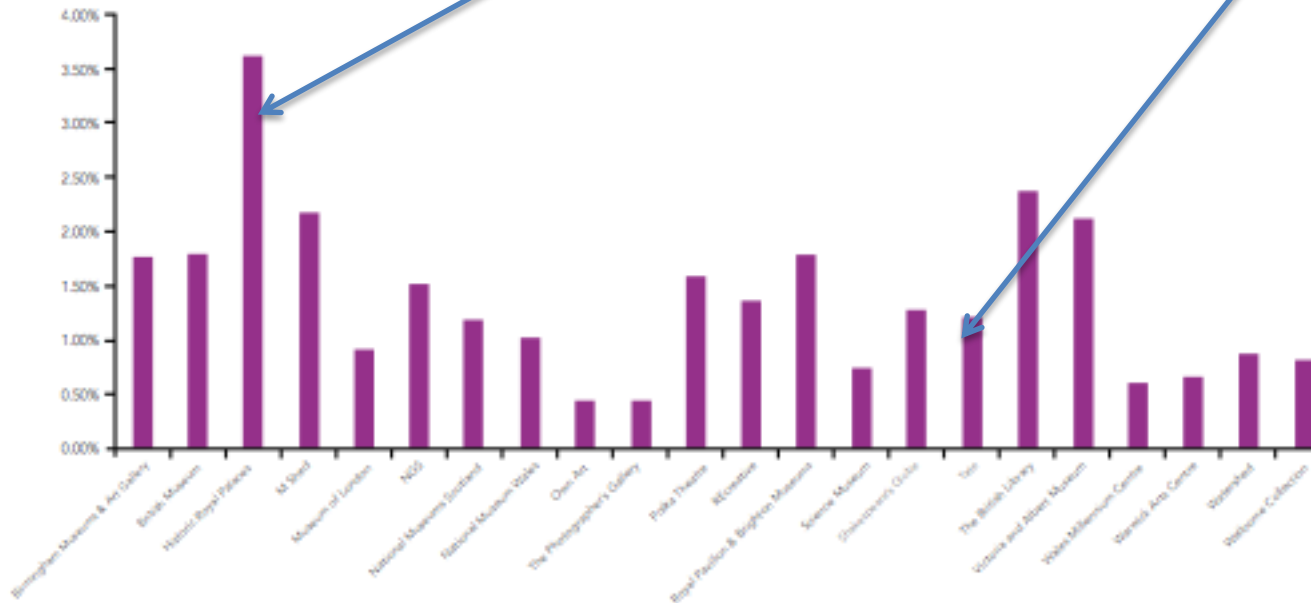


Compared to the interaction rate by museum

Tate has a lower interaction rate than most museums and HRP has the highest.

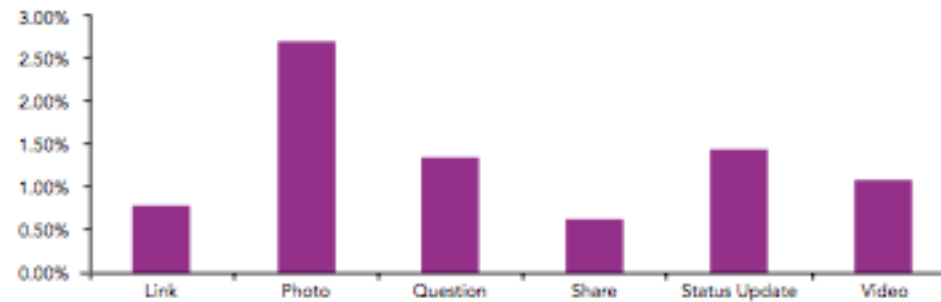
$$\text{Facebook Interaction} = \frac{\text{People talking about this}}{\text{Reached users}}$$

Figure 17: Interaction rate of organisation's Facebook posts in 2012



Analysis of interaction by type of post. Photo always most popular.

Figure 19: Interaction rate by type of Facebook post

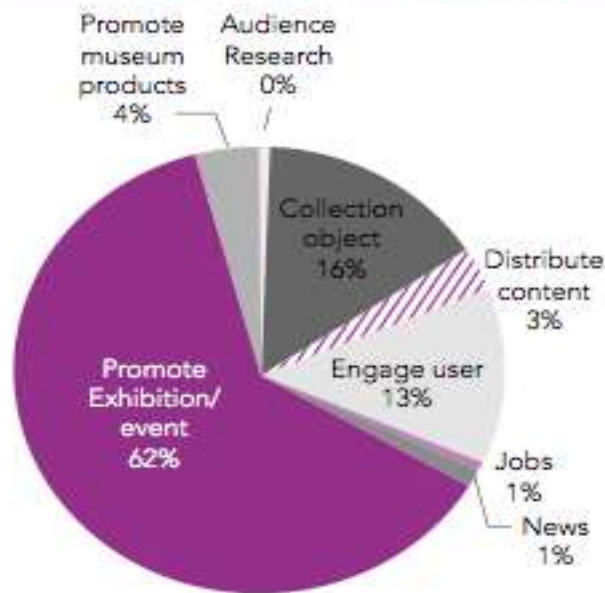


Twitter equivalent of interaction rate is virality rate.

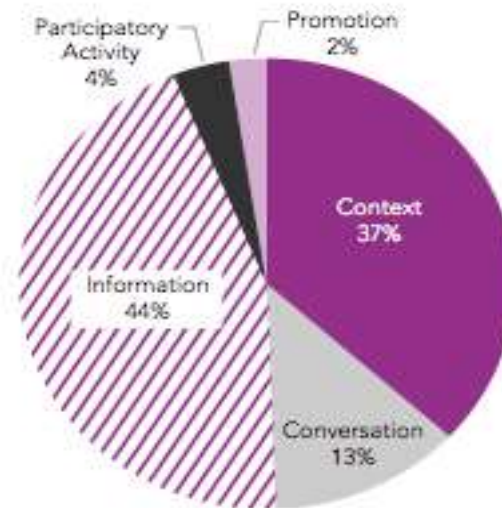
$$\text{Virality rate} = \frac{\text{Number of retweets}}{\text{Number of followers}}$$

What the organisation wants to say vs. what users want to hear

Figure 25: Facebook posts categorised by strategic objective and type of activity



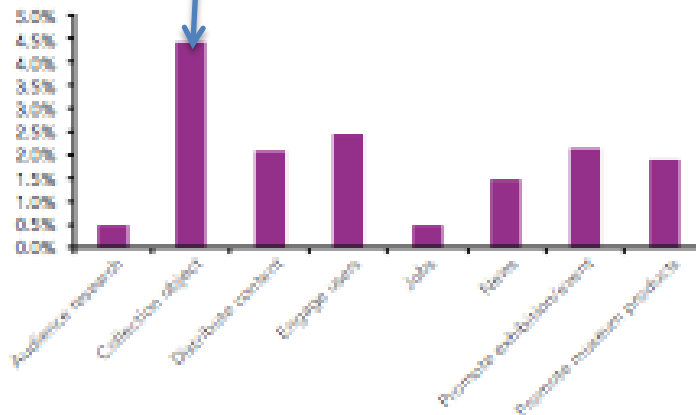
Strategic objective



Type of activity

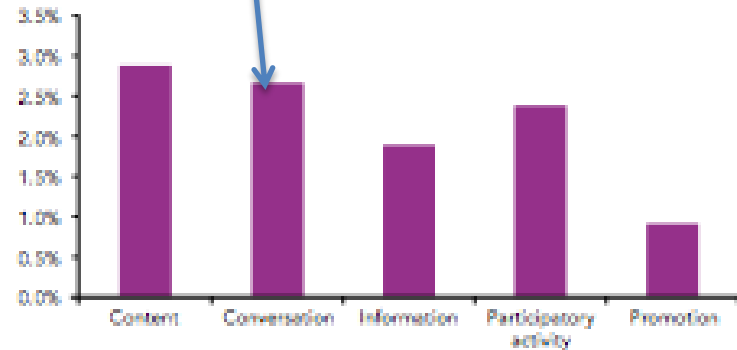
Higher interaction rates with lesser objectives. Most popular posts about collection object only 16% of posts.

Figure 26: Interaction rate by objective



Higher interaction rates with posts that are conversational or information. Conversation has a high rate of interaction but accounts for 13%.

Figure 27: Interaction rate by type of activity



Developing a framework – summary

- Look at interaction rates rather than audience volume
- Analyse what people interact with in terms of both your objectives and post type
- Review your social media metrics in relation to your objectives not just growth
- Develop a framework that balances what the organisation wants with what the audiences want.

How to measure – management tools

- Hootsuite Pro or Enterprise
- Engage121
- Sproutsocial
- SocialSignIn
- AdobeSocial

How to measure – monitoring tools

- MeltwaterBuzz or Icerocket
- Socialmention – realtime
- Klout, Followerwonk,
- Buzzstream, Mozbar



Social SignIn – What is it?

Social SignIn is a management and monitoring tool.

It allows you to **schedule** posts outside of office hours and assign enquiries to users

It allows you to **monitor**

- how well your posts have performed
- who is viewing them
- who is talking about you in the social space



Some monitoring terminology.

‘Reach’: the cumulative number of your followers + retweets for a single tweet

‘Exposure’: the number of online users in whose feed your tweet appears

Reach is more like the full potential reach of your content, exposure is how targeted the timing of your message was.

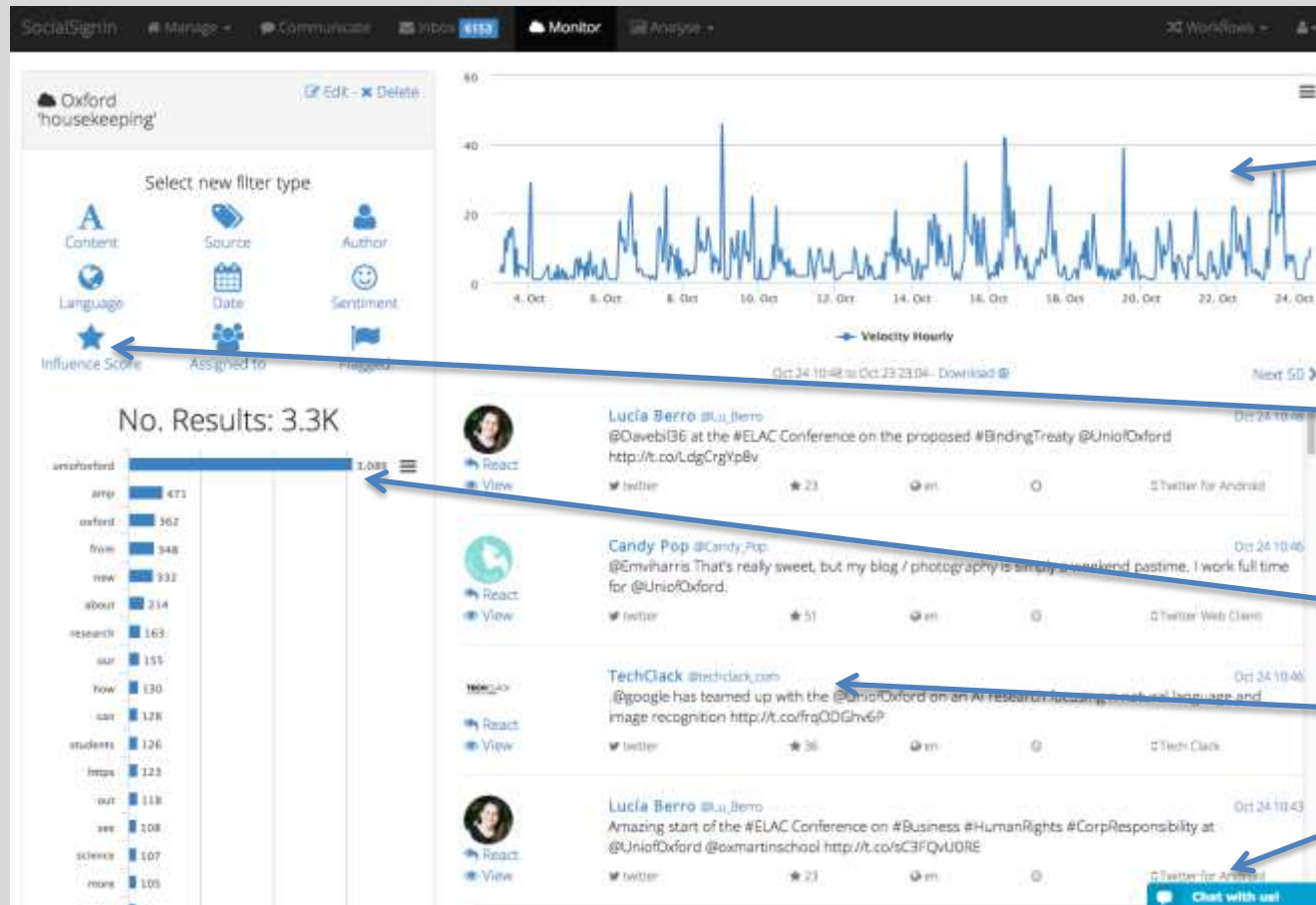


Some monitoring terminology.

‘Engagement’: the number of interactions your post or tweet had. An interaction can be a retweet (twitter), a comment (both), a post click (FB), a link click (both) or a favourite (Twitter).

Twitter typically has a much lower engagement rate than Facebook – above 0.5% is normal. It’s a more passive channel than many people realise (and much more so than Facebook.)

Monitoring who's talking about you.



Hourly breakdown of Twittersphere mentions of Oxford University

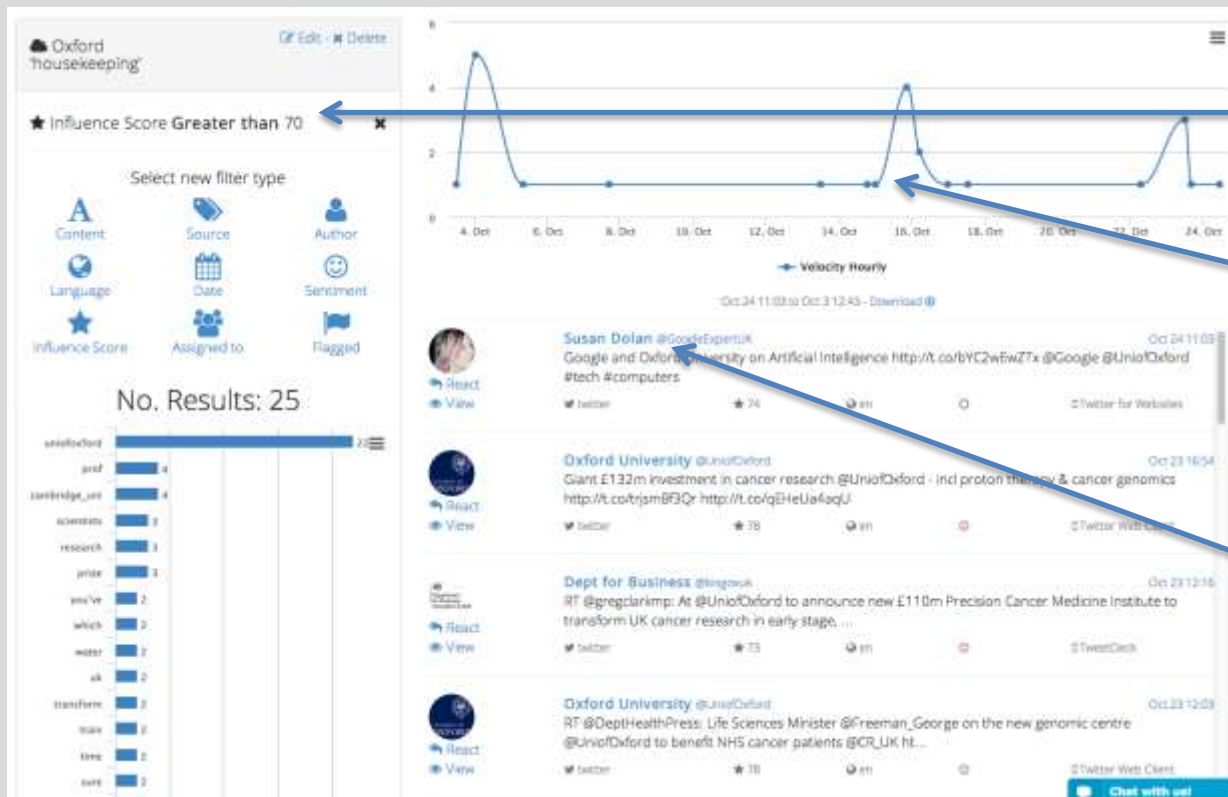
Optional filtering: e.g. how many of these mentions where from influential tweeters?

Breakdown by keyword tracked

View of tweets

Social Sign In chat (if you get stuck)

Who are the influential tweeters mentioning me?



Set the influence score for greater than 70

See the peaks in when high profile stories about you are trending

See the individual content and tweeters mentioning you, here there is lots of buzz around Google partnering with the university

What are people saying about me in the local area?



SocialSignin Manage + Communicate Inboxes 1194 Monitor UI Analyse Workflows +

Edit Delete Cancel Save changes

Search Setup

Search Name local area

Help

Need help? Why not have a look at some of our helpful hints or chat to us live to get some tips.

[Monitoring Help ?](#)

Search Parameters:

Search Query freshers OR enrolment OR halls OR colleges OR college

Search Location Disable Local Search

Location CXT-2jD Search map

Radius (km) 5

Twitter Settings

Twitter Query Builder

Modify your
search location

Select search
parameters of the
words you want
to get info on

Reporting

- Report on a set frequency: monthly, quarterly, termly
- Define key metrics aligned to the audience of the report
- Track annual and seasonal trends
- Ensure reports are discussed and reviewed
- Develop different reports for different purposes: to report to senior stakeholders, to monitor trends, to evaluate work, for external funders.

1,518,155 sessions

Prev. month ▲ #REF!
Prev. year ▲ #REF!

971,256 users

Prev. month ▲ #REF!
Prev. year ▲ #REF!

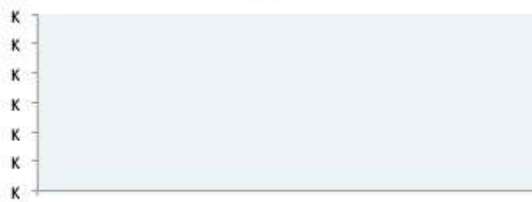
5,559,767 pageviews

Prev. month ▲ #REF!
Prev. year ▲ #REF!

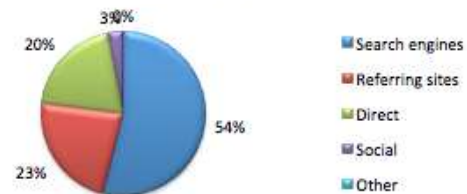
3.66 pages/visit

Prev. month ▲ #REF!
Prev. year ▲ #REF!

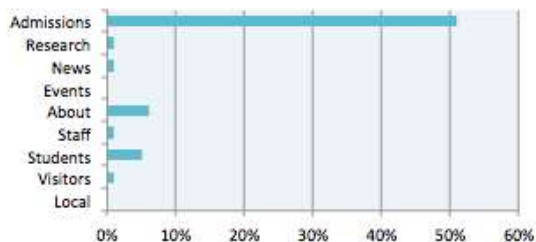
Sessions



Traffic sources



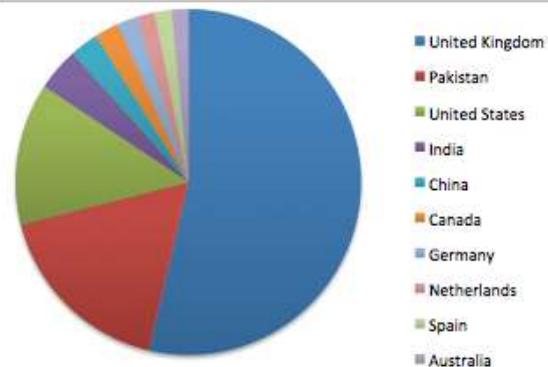
Content



Device



Country of visitors



Followers

1,720,707 ▲ 4%
 164,577 ▲ 3%

% Engaged users

▲ 1.00% ▲ 61%
▲ 0.90% ▼ -59%

YouTube

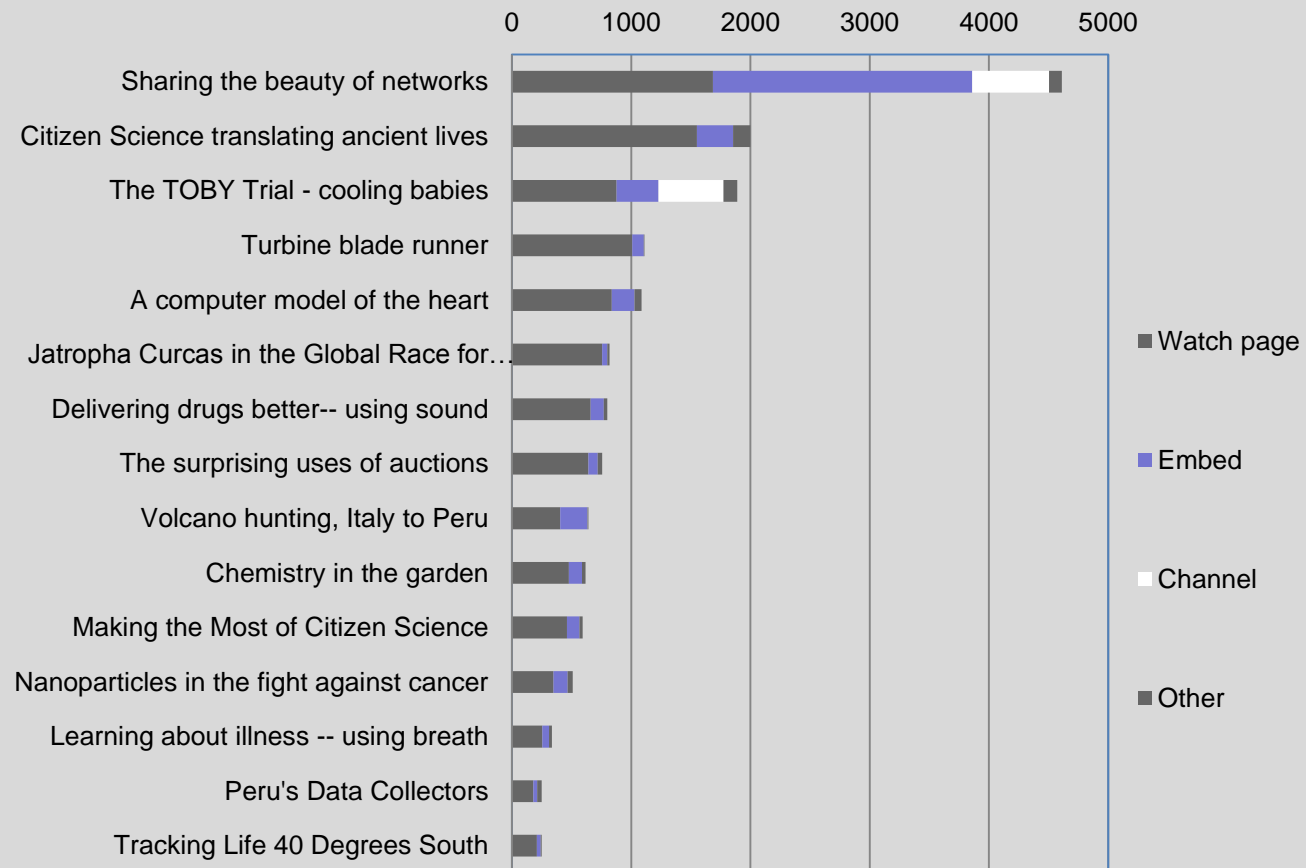
Views 179,324 ▲
Subscribers 1,029 ▼
Likes 539 ▲



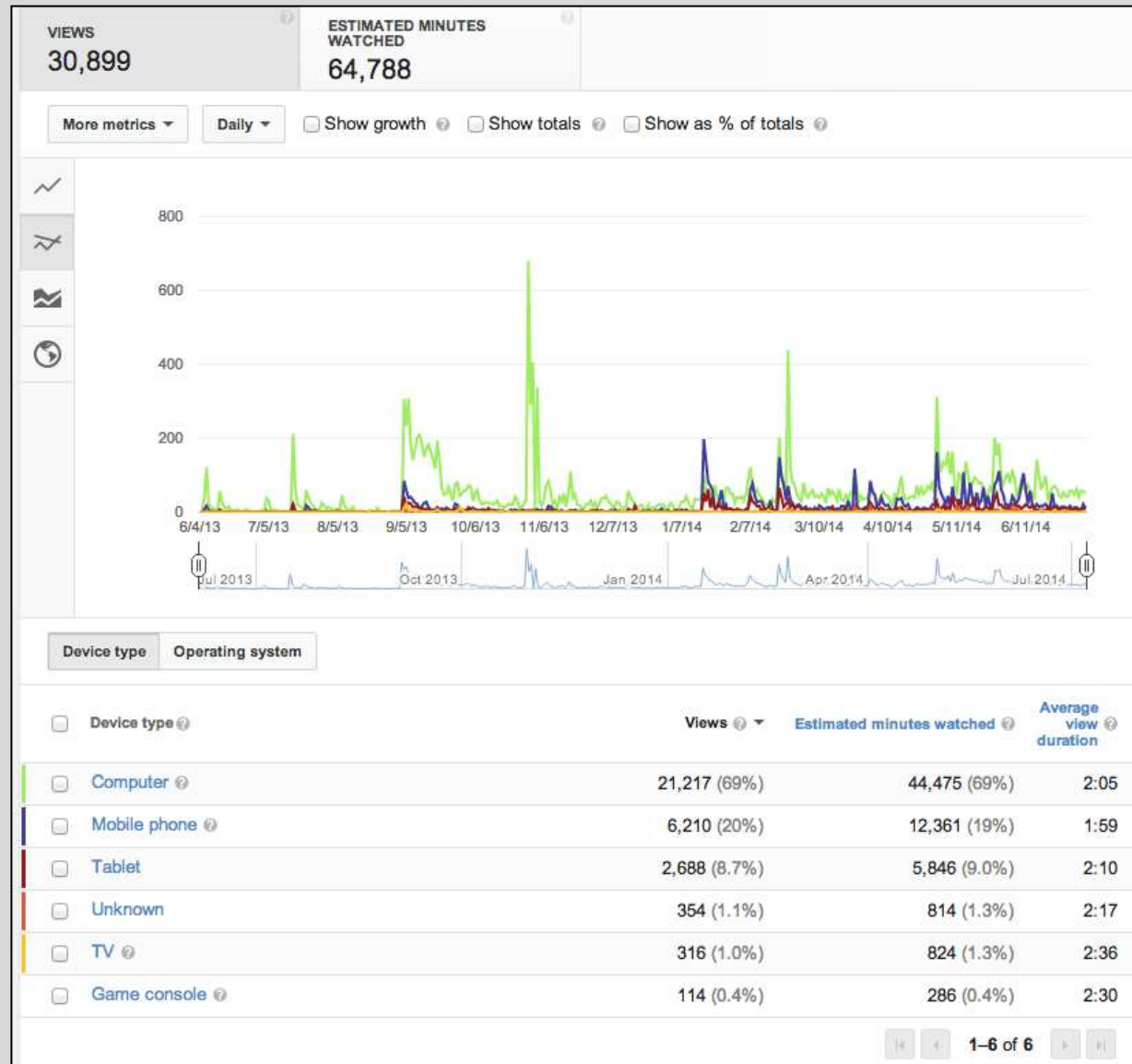
Case study one:

Analysis of YouTube views

All film views by source

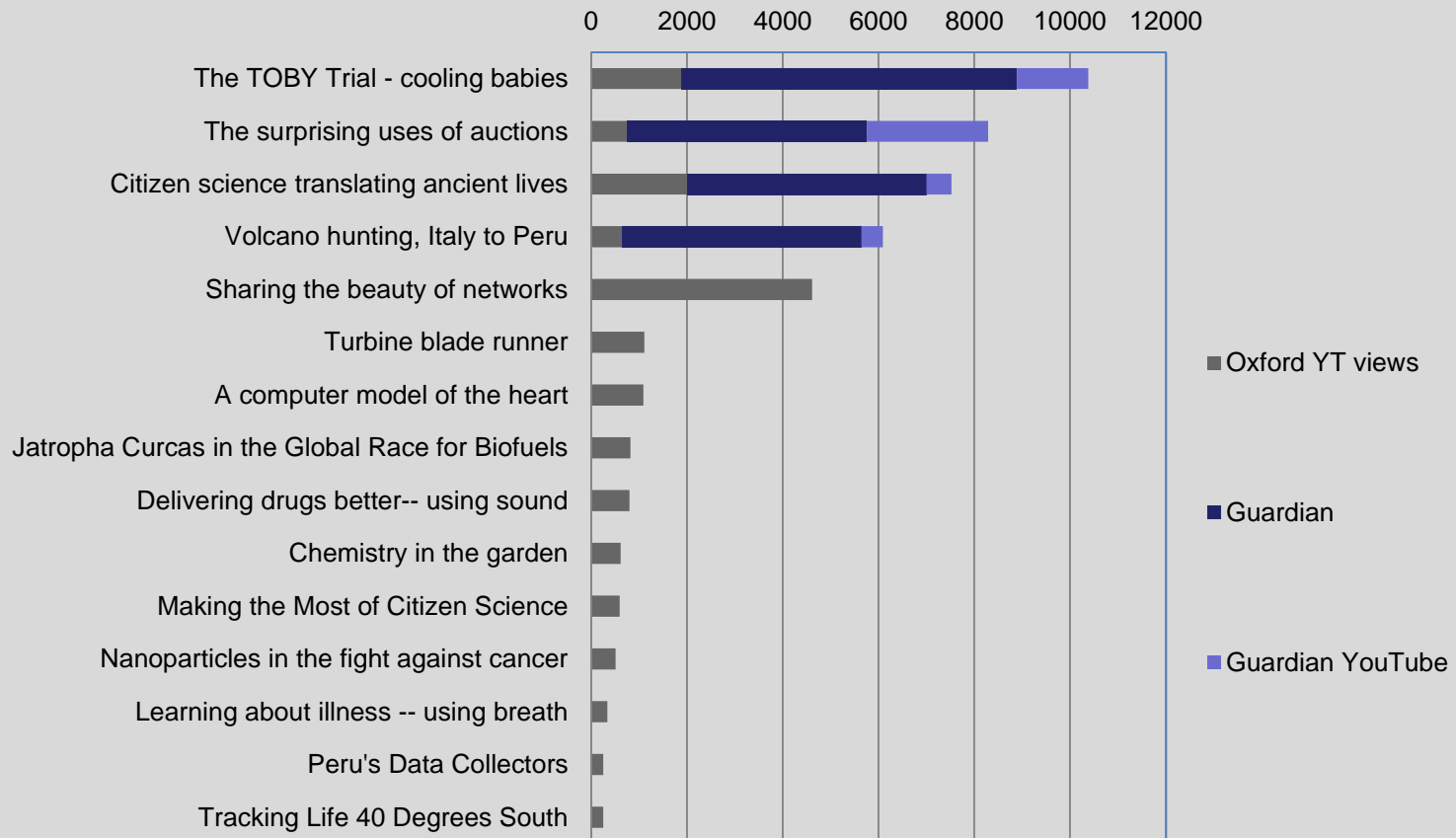


Film views by device



Views by film and source

Impact on views of external distribution. Much greater potential than Oxford channels.



Distribution methods and views

The more distribution methods
= the higher the views

Name (green=responded)	Social media	Web	Email	Public engagement	Funding bids	(views)
Networks	✓	✓	✓	✓	✓	4611
Citizen Science						2000
Babies	✓	✓		Will use	✓	1890
Turbines						1112
Heart			✓	Will use	✓	1088
Biofuels						819
Drugs and sound						799
Auctions		✓	✓		No	756
Volcanoes						642
Chemistry	✓	✓				616
Citizen Science						593
Nanoparticles			✓			509
Breath		✓				335
Peru forests						250
Life 40 degrees south		✓		No	No	249



Case study two: Tucked away doors

Our most successful post



University of Oxford

Posted by Georgina Brooke [?] · 22 October

The University of Oxford is made up of 38 Colleges, 6 Permanent Private Halls, 4 major museums and many more faculty buildings, libraries and places of interest. Take a look at our photo collection of different tucked away doors and entrances to University buildings. All of these images are available from: www.oxforduniversityimages.com. (8 photos)



Like · Comment · Share

368 Shares

Rajab Sabbagh, John Dube, Suku Edavanna and 5,267 others like this.

View previous comments

2 of 123



Alice Arevalo Baldwin Lovely images

3 hours ago · Like



Ankit Yaduvanshi Dream clg

2 hours ago · Like



Write a comment...

































Tucked away doors: stats.

Nearly 29K compared to previous highest – 12K, number of likes nearly double that previous too





























All Posts Published
26 July 2014 to 23 October 2014

Reach: Organic/Paid Post Clicks Likes, Comments & Shares





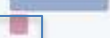

























Published	Post	Type	Targeting	Reach	Engagement	Promote
22/10/2014 17:05	 The University of Oxford is made up of 38 Colleges, 6 Permanent Private Halls, 4 major			239.7K 	28.6K 5.4K 	Boost Post
30/09/2014 09:46	 The University of Oxford isn't only famous for the content of our libraries - take a look at the			62.8K 	12K 2.7K 	Boost Post
10/10/2014 10:28	 As a student at the University of Oxford, you don't only get a fantastic education from libraries and			60.4K 	8.7K 2.2K 	Boost Post
07/10/2014 09:36	 The University of Oxford is famous for the college quad. See if you can identify which college or			49.5K 	9.8K 1.8K 	Boost Post
01/10/2014 09:13	 Our 'New Bodleian' library is now open for readers and researchers, preparing for a full launch in			47.7K 	6.2K 1.6K 	Boost Post
26/08/2014 10:28	 Here's a fun item from BuzzFeed, any alums out there want to add to it?			92.7K 	7.2K 1.5K 	Boost Post

Pictures rule.

Picture status posts do well – this makes sense, each of these picture posts had 8 pictures – that's 8x the potential media a user *can* click on and guarantees more screen space for users to see your content.

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If people like your content, people share your content → more people see your content.

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Tucked away doors: messaging.



Know your audience

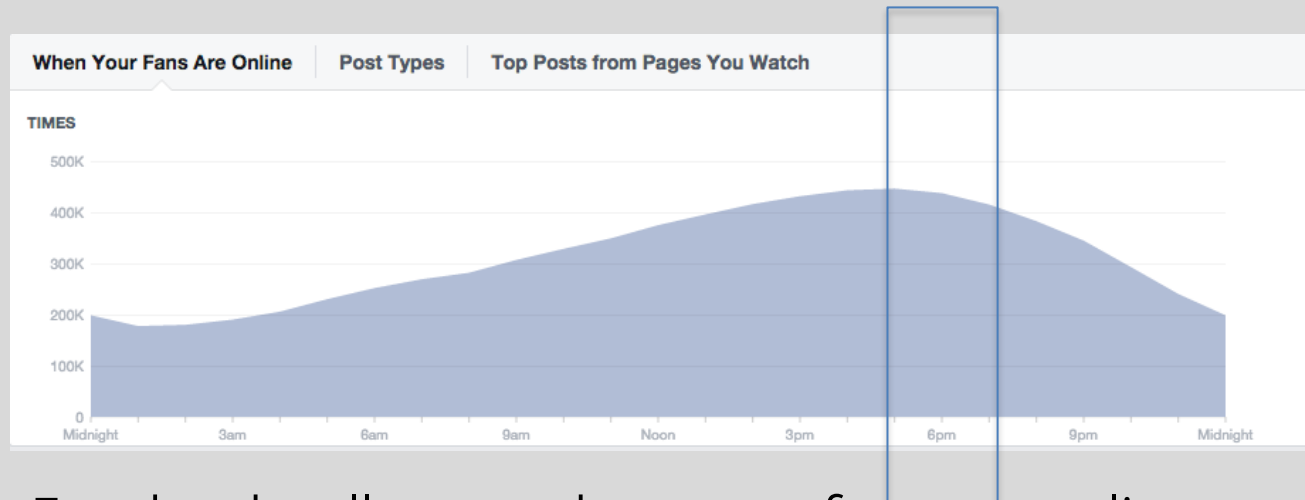
The majority of our Facebook fans are Middle Eastern, Oxford is very much a 'dream', an aspiration.

It's a fine line because you can't play the 'behind-a-glass-wall' or 'members-only' side of Oxford too much.

'Tucked away' shows our aspirational audience the more private and personal side of Oxford, doors into networks and places you wouldn't know about.

A hyperlink allows engaged users to consume more content – and adds another potential engagement point for your stats

Tucked away doors: timing.



Facebook tells you when your fans are online, experiment with different posting times, keep times between posts relatively consistent so your users can rely on you for regular content updates (we post twice a day.)

Tucked away doors: main image.



We've found in the past that a beautiful image with something slightly gimmicky in the foreground (here: a bike, previously; ducks) draws attention.

This is also a nice way in to an apparently candid view of tucked away places.

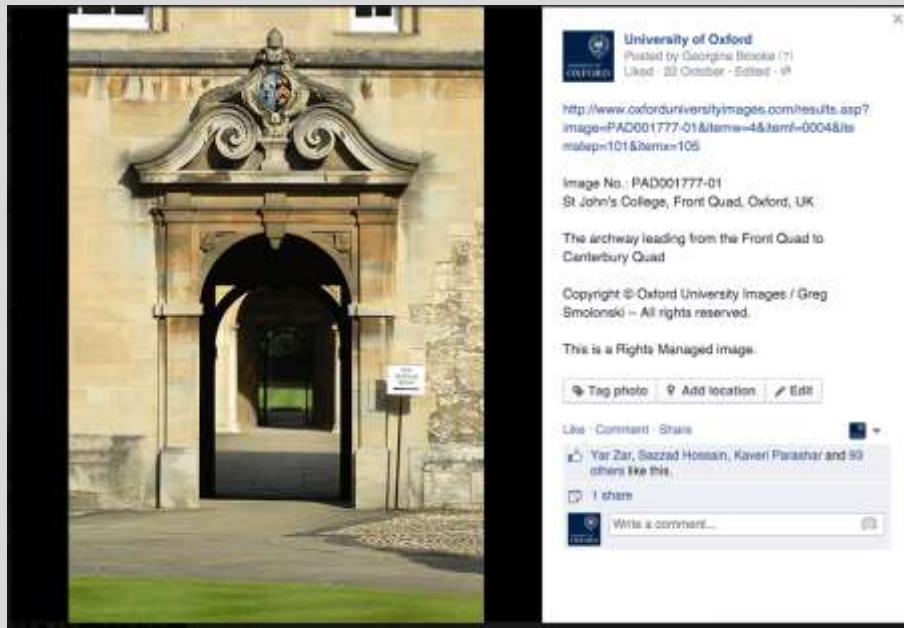
Tucked away doors: album content.



When you upload a photo stream – the first will display large and the next 3 as thumbnails. The others will only be visible on clickthrough.

Stack the three smaller images sensibly– these 3 work well because they have a similar outline (the bike in the main image prevents this being TOO door heavy.)

Tucked away doors: image referencing.



Give interesting contextual information next to your images (here: The archway leading from the Front Quad to Canterbury Quad, St John's College, Front Quad, Oxford UK.)

Attribute copyrights, and (where appropriate) a URL to the source image

www.oxforduniversityimages.com

For more info and contact:

www.ox.ac.uk/public-affairs/social-media

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stuart.fowkes@admin.ox.ac.uk