

HOW TO USE SOCIAL MEDIA ANALYTICS

OVERVIEW

1. Why monitor Analytics?
2. Data collection: Platforms and Tools
3. Metrics
4. Data Analysis
5. Analytics: Further Uses



1. WHY MONITOR ANALYTICS?

In order to maximize the impact of digital content, we need to prioritize listening and responding over posting content.

Analytics help us test and track content performance so that we can identify the most effective strategies for our platforms and audiences.



AIMS AND OBJECTIVES

- Measure engagement
- Assess the effectiveness of our strategies
- Analyse trends
- Understand our audience

2. DATA COLLECTION

| Platform | Tools |
|------------------------|-------------------------|
| Social Media | |
| Twitter | Twitter Analytics |
| Facebook | Facebook Insights |
| LinkedIn | LinkedIn Page Analytics |
| YouTube | YouTube Analytics |
| Website | |
| | Google Analytics |
| | Google Search Console |
| Other Platforms | |
| Newsletter | Mail Chimp |
| Webinars | Zoom reports |

3. METRICS

The metrics we track rely on Icon's Communications Strategy and Goals.

| Priorities | Goals | Metrics |
|-------------------|--|--|
| Advocacy | Raise awareness of Icon and conservation by building a strong profile and identity | Awareness metrics <ul style="list-style-type: none"> • Reach - number of people who have seen the content • Impressions (number of times the content is displayed on someone's feed) • Pageviews • Traffic • Referrals - how a user lands on our website • New visitor conversion - new vs returning visitors |
| Excellence | To foster interest and positive opinion on Icon's activities | Awareness metrics <ul style="list-style-type: none"> • Mentions - when someone mentions Icon • Audience growth rate - how fast we gain new followers • Engagement rate - compares the posts' engagement with the overall follower base Engagement metrics <ul style="list-style-type: none"> • Clicks • Retweets/shares/reposts |
| Engagement | To encourage commitment and drive demand for Icon's services by articulating the benefits of Icon's activities and membership. | Engagement metrics <ul style="list-style-type: none"> • Clicks • Retweets/shares/reposts Conversion metrics <ul style="list-style-type: none"> • Conversion Rate - when someone purchases a membership, signs up for the newsletter • Bounce rate • Session duration |

4. DATA ANALYSIS

Analytics data should be collected and interpreted regularly (for example quarterly) in reports that analyse all platforms. Reports can:

- **add context** to the data by interpreting peaks and valleys, and identifying trends
- **evaluate performance** of campaigns and individual posts based on data insights
- **provide recommendations** for marketing strategies



AUDIENCE

It is common to have different audiences on different **platforms**. Learning about them will facilitate **tailoring** content so the right people are targeted.

Analytics will help us answer the following questions:

| Data | Insight gained |
|---|--|
| Age, location | What are the demographics of our audience |
| Number of followers and active accounts | What platforms are the most popular with our target audience |
| Device used (desktop vs mobile) | Do we need to optimize our content for mobiles |
| Times when the audience is most active | When should we post |

| Data | Insight gained |
|---|--|
| Profile of our audience | <ul style="list-style-type: none"> - What percentage of our audience are external or internal - Which segments are we not reaching (sector partners, decision makers, funders, media and the general public) |
| Identify top followers and influential accounts | <ul style="list-style-type: none"> - What popular accounts we should engage with so we increase our reach |
| Points of interest | <ul style="list-style-type: none"> - What is the audience interested in - What are they talking about online: potential topics to engage with - What other accounts is our audience following |
| Mentions/ Sentiment analysis | <ul style="list-style-type: none"> - When do people talk about Icon - How do they feel about Icon |



CONTENT

Reach and Engagement are affected by **timing** and **content**.

Each report should analyse the best and worst performing posts. This will identify what is driving the best results in terms of:

- **kind of content** (updates, resources, events)
- **medium** (text, image, video, link)
- **tone** (formal, informal, memes)

Once the most popular type of content is identified, campaigns can be planned accordingly, and the same content can be reshared over time.