

## Digital Communications

### A Guide to Analytics for Facebook and Twitter

In our previous guides we've covered the different types of social media platforms and their demographics, how to write engaging content and calls to action and how to use scheduling tools. This last guide is all about measuring whether what you are doing is working.

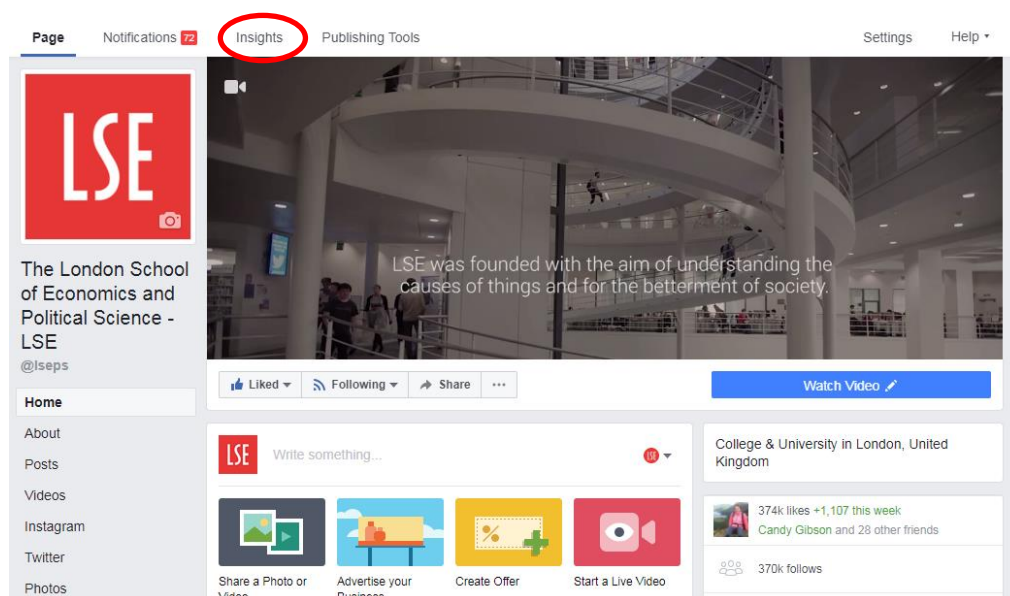
#### Which metrics to look at

Before you start measuring your effectiveness, you will need to set some social media objectives. Remember that objectives need to be SMART – specific, measurable, achievable, realistic and time bound. Your social media objectives should align with your department's business goals.

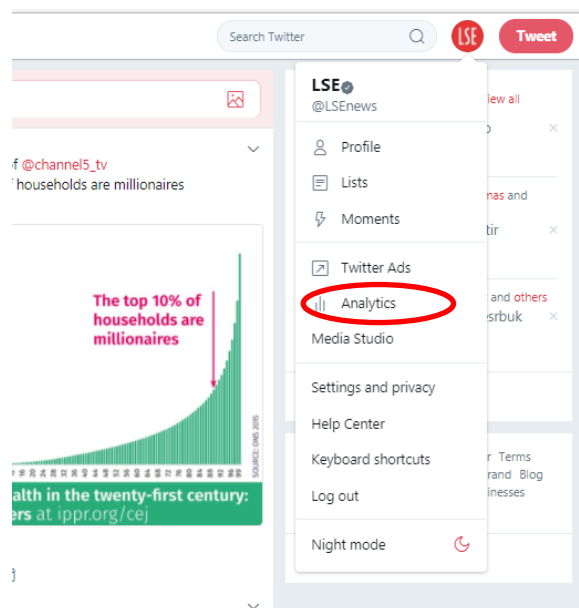
Note that data is nothing without context. It's easy to measure and report on increased follower numbers but what about the quality of those followers? For example, you may have increased your Twitter followers by 150 over the last month which seems great. However, dig a little deeper into the analytics. What if 120 of those new followers were just bots? A bot is essentially a fake account. How useful is it then to say you increased your followers by 150? It's not, as the bots are unlikely to engage with you, click your links or complete your calls to action.

#### How to access the data

Both Facebook and Twitter have inbuilt analytics. Facebook's is called Insights and Twitter's is called Analytics. To access Facebook Insights, you will need to be an Admin of the Page. Go to your Page and then click on Insights at the top.




























For Twitter, you will need to be logged in to the account to access the analytics. Click on your profile picture in the top right-hand corner, then click on Analytics in the menu drop-down.



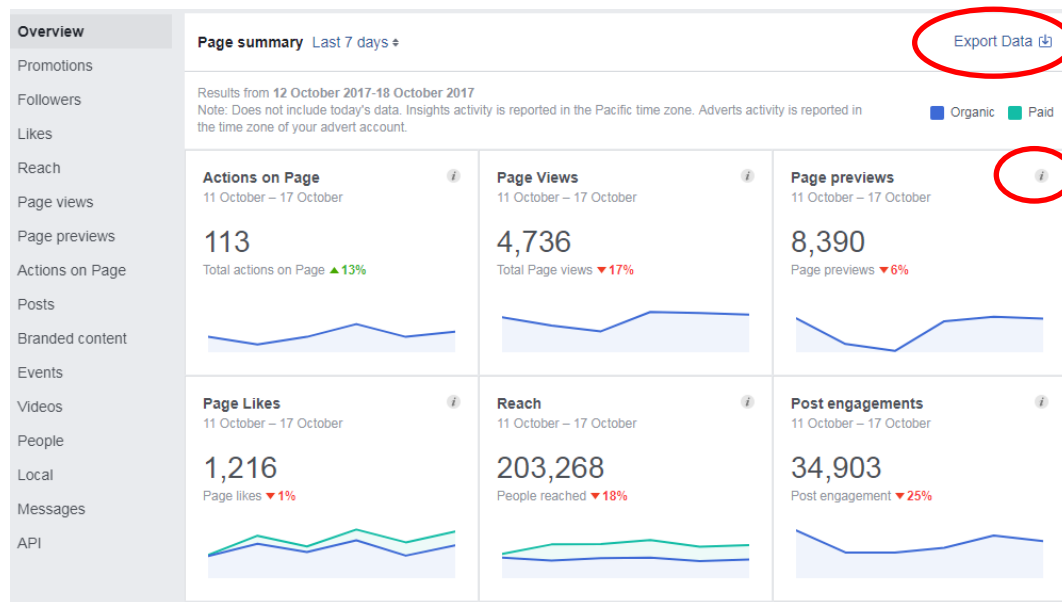
## Facebook Insights

Let's start with Facebook. When you open Insights, the default view is a Page Summary for the last seven days. It also shows you the key metrics for your five most recent posts – you can click 'See All Posts' to browse more.

It can also show you a brief comparison of your Page with similar Facebook Pages if you have set this up.

Your 5 Most Recent Posts						
<span>Reach: Organic/Paid</span> <span>Post Clicks</span> <span>Reactions, comments &amp; shares</span>						
Published	Post	Type	Targeting	Reach	Engagement	Promote
19/10/2017 16:25	 "LSE gives us all who are part of t his international community a sen			649 	10 3 	<a href="#">Boost Post</a>
19/10/2017 14:09	 Happy Diwali to all of our staff, st udents, alumni, and the whole LS			6.3K 	63 111 	<a href="#">Boost Post</a>
19/10/2017 13:02	 Don't miss the student-only forum with LSE's Director! The Forum is			3K 	33 13 	<a href="#">Boost Post</a>
19/10/2017 11:00	 "Young people told us in unequivocal terms they want to live in a c			6.4K 	56 53 	<a href="#">Boost Post</a>
18/10/2017 18:09	 Popular on the LSE Careers blog: Five reasons to choose a career i			7K 	52 30 	<a href="#">Boost Post</a>
<a href="#">See All Posts</a>						

If you're not sure what something means simply hover over the little 'i' and it will give you a definition.



Depending on your objectives, the key metrics you'll want to look at are:

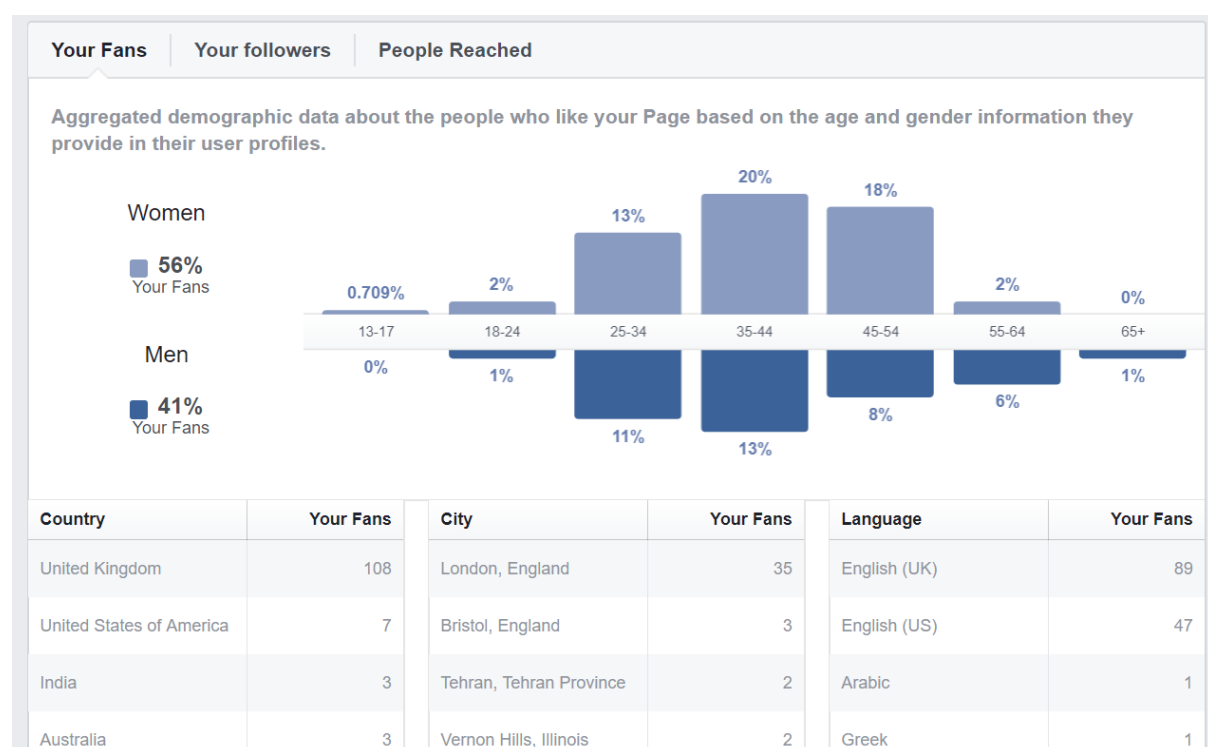
- Reach: the number of people your Page and posts reached
- Page Views: who viewed which section of your Page
- Actions on Page: what people did on your Page
- Posts: how your posts are performing
- Events: how successful your event Pages are
- Videos: metrics related to the performance of your native videos
- People: who liked, saw or engaged with your Page

The Page data will give you stats for your key Facebook Page metrics. Post data will give you key metrics for things like reach and impressions, and Video data will give you key metrics for any videos you uploaded in that date range. To see which posts got the most reach or engagement, you will need to export the file and then manually sort by the appropriate column. Click on Export Data to choose a date range as well as what specific information you'd like to export.



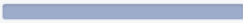




The most useful data to look at is under Posts on the left-hand menu. Here you will find information about when your audience is on Facebook - under 'When your fans are online' - post types and what your top performing posts are. The post types feature is very useful as it indicates whether your fans respond more to photos, plain copy or video. Knowing this means that you can adjust your content strategy accordingly.

You can sort the data by clicking on the drop-down on Reach: Organic/Paid or the drop-down on Reactions, comments & shares.


























Another metric to look at is in the People menu option. Here you will find demographic information about the people who like your Page, such as gender, age and location. If one of your objectives is to increase a certain demographic, this is where you will see if you've achieved your objective.



To see where your Likes are coming from, click on Likes in the left-hand menu. Adjust the date range as needed and click any data point on the Net Likes graph to see details of where those Likes came from. The one you should look to increase is the Your Posts number as this is Likes of your Page resulting from someone seeing your post – most likely because a friend shared it or commented on it.

February 23, 2017 to February 25, 2017			×
Like Sources    Unlike Sources			
Like Source	Number of Likes	Percentage of Likes	
Page Suggestions	126 	38.65%	
On Your Page	92 	28.22%	
Uncategorized Desktop	52 	15.95%	
Ads	39 	11.96%	
Uncategorized Mobile	8 	2.45%	
Search	5 	1.53%	
Your Posts	4 	1.23%	

Understand more about how your content is performing in the Reach section of Facebook Insights. Again, amend your date range accordingly. If you see a spike of reach, engagement, or negative feedback, you can click or drag to select that section of the graph and find out more. Facebook will show you the active posts during that period, in decreasing impression order.

Active Posts from February 22, 2017							×
<span>Impressions: Organic / Paid</span> <span>Post Clicks</span> <span>Reactions, Comments &amp; Shares</span>							
Published	Post	Type	Targeting	Impressions	Engagement	Promote	
02/21/2017 11:02 pm	 We know that feeling! 🤔			56.8K 	1.7K  1.9K	<a href="#">Boost Post</a>	
02/23/2017 1:02 am	 This just in! Instagram will now let you upload sets of up to 10 photos and videos - similar to a photo			6.9K 	307  127	<a href="#">Boost Post</a>	
02/18/2017 7:00 am	 4 Easy Ways to Create Custom Graphics & Videos for your Instagram Stories in Under 10 Minutes 📱			6.2K 	117  48	<a href="#">Boost Post</a>	
02/22/2017 8:01 pm	 As a 100% remote company, all 78 of us are free to find our favorite place to work around the world.			3.5K 	133  53	<a href="#">Boost Post</a>	
02/21/2017 4:35 am	 Love this! Our brain evolved to scan for problems and it is very skilled at it 🧠			1.5K 	124  31	<a href="#">Boost Post</a>	

Look at any spikes and put the data in context. Perhaps that post was shared by an influential person or Page or it was boosted by paid promotion. If the former, highlight these posts to the social media team and highlight them in your funding reports.

If you use the Facebook Events feature then the Events tab will enable you to be more data-driven by providing you with key data of your events. You can find out what's working and what's not working with your event promotion. The data includes the number of people who saw your event, the number of people who responded to your event, and the age and gender of your audience. This is very helpful if you are targeting a certain demographic.

## Twitter Analytics

When you open Analytics, the default view is a 28-day summary from that day. It gives you a top level indication of how you are doing – green up arrows are good, red down arrows generally means you need to work on your content.

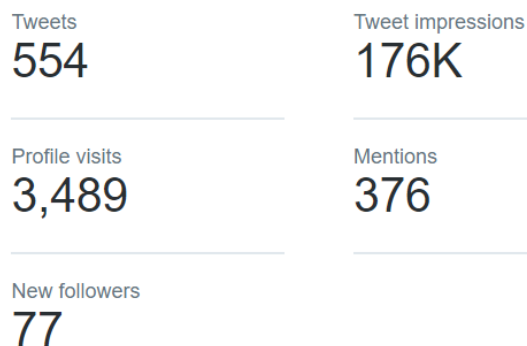
### 28 day summary with change over previous period



Aug 2017 • 28 days so far...

On this default page, scroll down to see highlights from previous months. On the right-hand side, you'll see highlight metrics. These include number of tweets that you tweeted, tweet impressions (how many people potentially saw your tweets), profile visits (the number of people who clicked on your profile), mentions and new followers.

### JUN 2017 SUMMARY



On the left-hand side you'll see tweet highlights, such as your top tweet, top mention, top follower and if you have used video or an image, your top media tweet. One to look at is your top follower because this could be someone influential and is one to include in your funding report and/or highlight to the social media team.

### Top Follower followed by 162K people



**Herbert Sim** ✓

@HerbertRSim FOLLOWS YOU

Founder of @WTFSG | @HuffPost & @Forbes  
contributor | MBA | Exec. Producer <https://t.co/k7ArJjk1IP>  
| #Digital #PublicRelations #Marketing sg

Once you've had a look around, navigate to Tweets in the menu at the top of the page. On the right-hand side is where you can change the date range and export the data. Amend the date as needed. The bar graph shows you your tweets and impressions and you'll probably notice dips and spikes. The dips are most likely weekends, when there are few tweets or none.

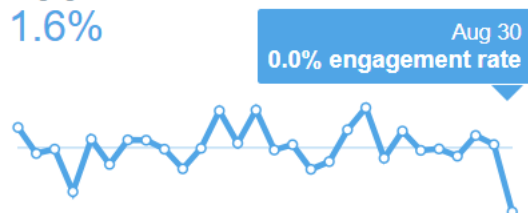
On the right-hand side, you'll see all your engagements for the date range you've selected. The most important is the engagement rate as this indicates how many actions took place, such as replies, retweets, link clicks etc, compared to how many impressions there were. It's worth noting that an average engagement rate for a brand is between 0.5 and 1.5%.

## Engagements

Showing 28 days with daily frequency

Engagement rate

1.6%



A couple of others to note are Link Clicks and Replies. If you are promoting blog posts, events or research, then you will aim to have high link click numbers. If you are looking to increase conversation, then you'll look to increase your replies.

Once you've looked through your engagement stats, click on Top Tweets under the bar graph. This will show you your best performing tweets in terms of impressions. However, you should be looking for those with the highest engagement rate. For example, this tweet was quite low on the list yet it had the highest engagement rate of 9.2%. So, impressions aren't everything - what they mean is that more people saw your tweet on their newsfeed but didn't necessarily do anything, such as click a link.

**Kirsty Marrins** @LondonKirsty · Aug 4  
Have a meeting this morning & this is the fanciest waiting room I've ever been in. Plus I signed in on an iPad 📱  
[pic.twitter.com/sspwY1yo9J](https://pic.twitter.com/sspwY1yo9J)  
[View Tweet activity](#)

1,093 101 9.2%

[Promote](#)

Scroll back up to the navigation bar and click on Audiences. This is where you will find demographic information about your audience. Remember, however, that Twitter does not know as much about its users as Facebook does so this information is not necessarily accurate.

The information that may be useful to you is where in the world your followers are from. You should expect to see mainly UK but also other countries too. Another one to look at is the interests of your followers. Politics and current affairs should be one of their top interests.

A feature worth noting is the comparison audience tool. Here, you can compare your followers with all Twitter users and add filters, such as ‘college grads’ or ‘millennials’. Note that the country is set to United States and cannot be changed.

Your followers

-Remove audience

All Twitter users

-Remove audience

Country: United States

Persona: All Twitter

Add more filters

OVERVIEW

Top interest

Business and news

Interests

Your followers

All Twitter Users

Interest name

Business and news

Politics and current events

Business news and general info

Filter audience group

Personas

Demographics

Lifestyle

Consumer behavior

Mobile footprint

All Twitter

Parents

Millennials

Small businesses

>\$100K income

Generation X

Baby boomers

Seniors

College grads

Professionals

Adults 18-54

Business decision-makers

Personas leverage Twitter Partner Audience data.

Once you’ve put in your filters (or just chosen ‘all Twitter users’), you will then see comparison data:

Interests

Your followers

All Twitter Users

Interest name	Comparison	Difference
Business and news	71% 43%	28% more
Politics and current events	61% 40%	21% more
Business news and general info	58% 27%	31% more
Comedy (Movies and television)	58% 72%	14% less
Tech news	53% 17%	36% more



If you have uploaded or promoted any videos, you will find that data under the 'More' navigation tab. This will show you how many people watched your video and how many minutes were watched.



### In conclusion

The data that you will want to report on depends on the objectives that you have set yourself. However, top line data for reporting will always include follower numbers and engagement rates. When compiling a social media report, try to make it as visual as possible and always give context to the data where applicable. Don't forget to highlight any mentions, retweets or follows from influential people in your reporting.

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For more information social media scheduling tools, please email the social media team in LSE Communications Division at [comms.socialmedia@lse.ac.uk](mailto:comms.socialmedia@lse.ac.uk)

### Resources

1. [How to Use Facebook Insights and Analytics to Boost Your Social Media Marketing Strategy](#), Buffer
2. [How to Use Twitter Analytics: The Complete Guide for Marketers](#), Hootsuite

*End of document.*