

Measuring Success on Facebook, Twitter & LinkedIn

Class 3: New York University
Social Media Analytics I





Steps for Measurement on Any Social Channel

Identify the Audience



Types of Content Shared



Photos



Video



Text



GIFs



Audio



Links

Understand Your Goals



Channel Specific Metrics



Tools for Channel Measurement



Cross Channel Measurement

Simply Measured

FB, Twitter,
LinkedIn &
Instagram

Brandwatch

FB & Twitter

Cross Channel Measurement

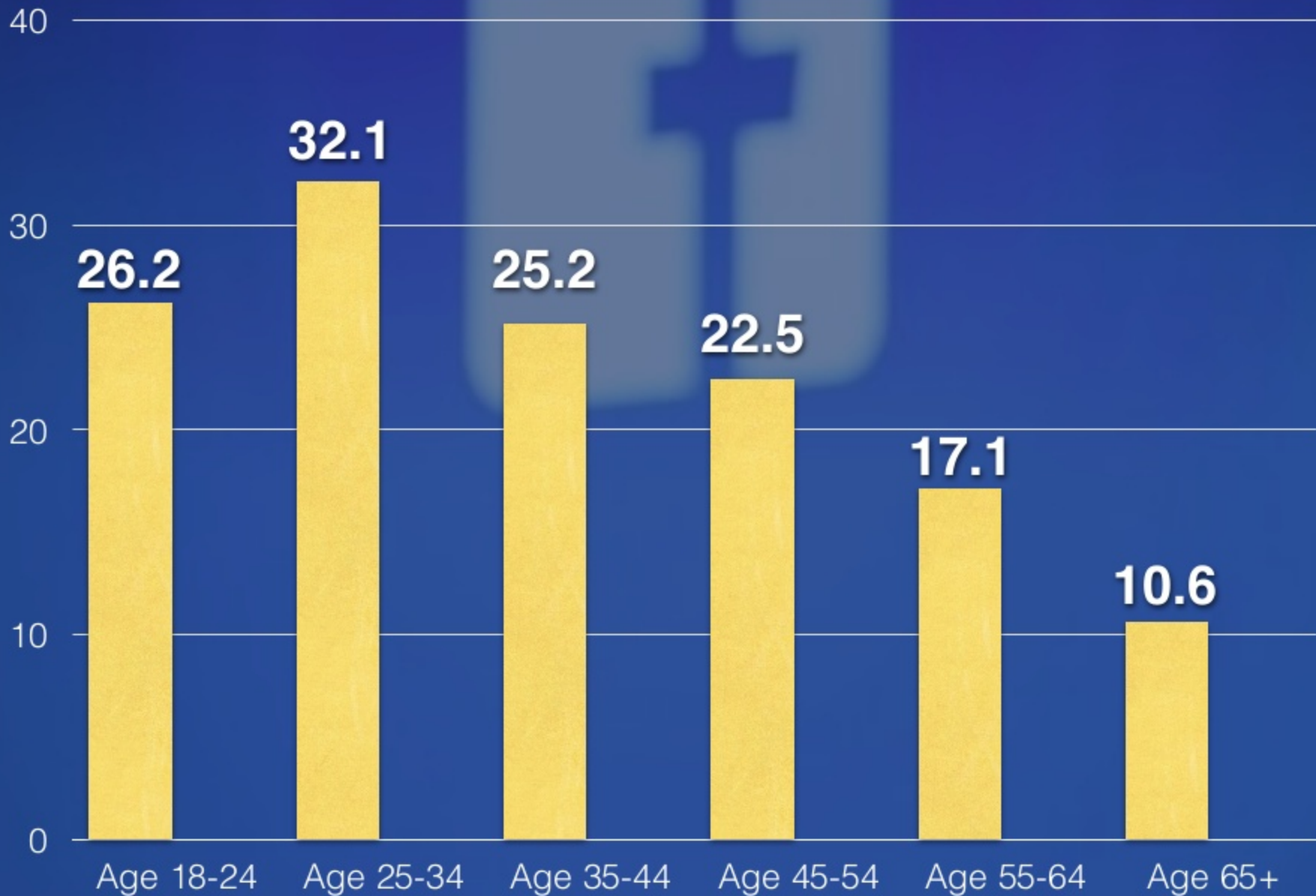
Google Analytics

Any Social
Channel That
Drives Traffic

Sprout Social & Socialbakers

FB, Twitter,
LinkedIn &
Instagram

Facebook's Audience




Source: eMarketer

Facebook Content Types

Red Bull 9 hrs · 🌐

Kā ir būt skaiterim ar obsesīvi-kompulsīvie traucējumiem? Adriana Bularda stāsts <http://win.gs/22jKGAW>

See Translation



Like Comment Share Buffer

11 Top Comments

2 shares

National Geographic Magazine 21 hrs · 🌐

From the bold Malayan tiger to the prickly Brazilian porcupine, find out which Photo Ark cover animal matches your personality. #PhotoArk



What Animal Is Most Like You?
Is your vibe more hippo or koala?
NEWS.NATIONALGEOGRAPHIC.COM

Like Comment Share Buffer

3.1K Top Comments

250 shares 72 comments

Disneyland June 15 at 8:00am · 🌐

They say a dad is a daughter's first love. We couldn't agree more! Share this video with the Disney Dad in your life to remind him that he holds your heart forever! #HappyFathersDay



50,298 Views
Like · Comment · Share

4,257 people like this. Most Relevant

1,311 shares

Social Litmus Test: Does Your Goal Work Here?



Facebook Metrics

Pages Likes	Post Reach	Engagement: Reactions, Shares, Comments
Post Clicks	Hide, Report as Spam, Unlikes	Post Types
Video Views	30-Second Views++	FB Referral Traffic

FB Measurement Tools

- Facebook Insights
- Sumall
- Agora Pulse

Twitter users

Among online adults, the % who use Twitter

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

PEW RESEARCH CENTER

Twitter's Audience

Twitter Content Types



Target @Target · Mar 9

Home is where the WiFi connects automatically. 🏠 📶 #WednesdayWisdom

Maddie Irish @maddie_irish

you could be anywhere in the country and always feel like you're at home in @Target 📶

53 185

Social Litmus Test: Does Your Goal Work Here?



Twitter Metrics

Followers	Tweet Reach	Engagement: Mentions, Retweets, Likes
Tweet Clicks	Engagement Rate	Top Tweet, Top Mention, Top Follower, Top Media Tweet
Video Views	Completion Rate	Twitter Referral Traffic

Twitter Measurement Tools

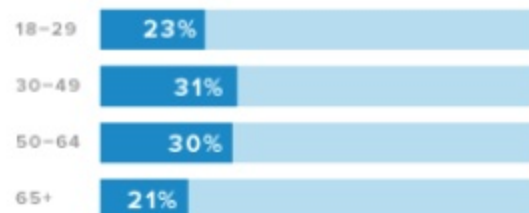
- Twitter Analytics
- Followerwonk
- Buffer
- TweetReach

LinkedIn Usage Among Key Demographics

GENDER



AGE



LOCATION



INCOME



EDUCATION

