

Analytics in Social Media

Measuring your success is important in social media; you need to be able to share the success, or struggles, of your efforts. To know what to measure, you need to know your goals first. Do you want followers (popularity) or do you want interactions (impact)? Tracking and comparing followers is easier, but analyzing interactions gives you more information about what you are doing.

Followers

- Facebook – On Facebook you can track followers and follower growth on the “Insights” tab. Click on “Likes” in the left sidebar to view your current followers, recent activity and where your followers are coming from. You can learn more about your followers by clicking on “People” in the left sidebar. This shows you the age ranges and locations of your followers.
- Twitter – On your account it shows you the number of followers you have, but you may not know that you can learn more about them! In your profile menu in the upper right, select “Analytics.” Select the “Audiences” tab and you will find demographic information.
- Instagram – The number of followers you have is at the top of your profile page.

Interactions

- **Facebook** – For a quick look at individual post data, click on the number of people reached at the bottom of the post. There you will see the types of interactions, as well as whether they are on your post or on shares by others. For a more detailed summary of your total page interactions, click on the “Insights” tab. The summary will show you the previous day, week, or month. To see more detailed results, choose “Export Data,” select the date range, and select “Post Data.” To see the number of people who viewed your post, look at the “Lifetime Post Total Impressions” column. “Lifetime Post Consumption” will show you the number of interactions with that post. Each post also has a link that will let you see the interactions yourself.

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3,274 people reached

Like Comment Share

Olaf Montli-Escandon, Mary Jo Osborn and 27 others

Reported stats may be delayed from what appears on posts

3,284 People Reached

75 Likes, Comments & Shares

51 Likes	29 On Post	22 On Shares
9 Comments	4 On Post	5 On Shares
15 Shares	15 On Post	0 On Shares

115 Post Clicks

0 Photo Views	33 Link Clicks	82 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

- Twitter** – You can see individual Tweet stats by clicking on the Chart icon to the right of the Like icon on the Tweet (Note: you can't see this on Retweeted posts). You will see the total engagements and what type of interactions they were. Through Twitter Analytics, you can also see an overview for your whole account. In your profile menu in the upper right, select "Analytics." Choose the "Tweets" tab at the top and select your date range, then export the data to explore and analyze as you like.

Tweet Activity

 <p>ManchesterUniversity @ManchesterUniv Experience college during Overnight @ MU - stay in a res hall, eat dinner with a student host & more! Sign up at http://together.manchester.edu/overnightmu/inquiryform ... pic.twitter.com/vejlmGBzT0I</p> <p>Promote your Tweet Your Tweet has 19 total link clicks so far. Get more link clicks on this Tweet!</p> <p>Promote your Tweet</p>	Impressions	2,339
	Total engagements	531
	Media engagements	415
	Detail expands	53
	Likes	26
	Link clicks	19
	Retweets	12
	Profile clicks	6



- Instagram** – At this time you have to look at each post individually to see interactions (Tip: On videos, you can click on the number of views and it will show you the likes on the post), but Instagram is introducing new analytics.

