



# Learn it. Do it. Live it!

## UNDERSTANDING SOCIAL MEDIA ANALYTICS

Social media channels provide unparalleled access to local, national, and international audiences. They combine these audiences with a number of ways to track, measure, and explore success. To help you understand the variety of choices, this **Learn it. Do it. Live it!** describes two basic types of social media metrics relevant to SRTS outreach and describes how to access the analytics portals on Facebook and Twitter.

### Social Media Metrics, Defined

#### REACH

The first question many people ask about social media is “How many people saw this?” The answer to this question is your social media “reach” – the number of times your content is seen on social media. This can be measured for individual and cumulative posts.

Reach metrics measure how many times your content is viewed, as well as by how many people (unique users). Content can be seen by more than just your followers or fans, so many measurements that deal with reach can be large numbers. That said, audience is also a key reach metric, because larger audiences further the reach of your posts.

#### Key metrics:

- **Impressions:** How many times your post was seen
- **Audience:** How many people saw your post
- **Followers:** How many people subscribe to your channels
- **Reach:** How many times your post was seen (Facebook)



#### ENGAGEMENT

Interaction is a key element of social media, and engagement metrics measure how people respond to your posts. These can be “applause” metrics, such as likes and favorites. They can also be “amplification” metrics like shares or retweets, or they can be “conversation” metrics, like comments. There are many different engagement metrics, and the same metrics may be called different things on different channels. Key metrics are listed below to help you understand the options and choose the metrics that are most relevant to your outreach and communications goals.

#### Key metrics:

- **Likes:** When users indicate approval or interest (Facebook, Twitter, Instagram)
- **Mentions:** When users tag your channel in their own posts (Facebook, Twitter, Instagram)
- **Shares:** When users amplify your post by sharing it on their own channel (Facebook, Instagram)
- **Comments:** When users leave their own input on your post (Facebook, Instagram)
- **Retweets:** When users amplify your post by sharing it on their own channel (Twitter)
- **Replies:** When users leave their own input on your post (Twitter)

All of these metrics measure how engaged people are with the content that you are posting on your social media channels. Facebook and Twitter are more likely to show content that has lots of engagement, so pay close attention to these numbers, and consider reusing content or approaches that resonate with your followers.

# How to Access Analytics for Popular Social Media Channels

## FACEBOOK

Facebook calls its analytics portal "Insights," and provides a dashboard via a tab on your Facebook page management screen. Once you navigate to your page, it is the fourth tab from the left.

From the Insights dashboard, you can access a wide range of data for both the page itself, and individual posts from the page. These are also available for export into CSV, so that you can synthesize data for your desired time frames. The naming conventions that Facebook uses for their metrics are sometimes unclear, so review them carefully to make sure they are the ones you want.

### Metrics for individual posts

- Lifetime Post Total Impressions (Reach)
- Lifetime Post Consumptions (Engagement)
- Shares
- Likes
- Comments

### Metrics for each page

- Daily Total Impressions (Reach)
- Daily Total Reach (Unique Users)
- Daily Page Engaged Users (Engagements)
- Daily Page Consumptions

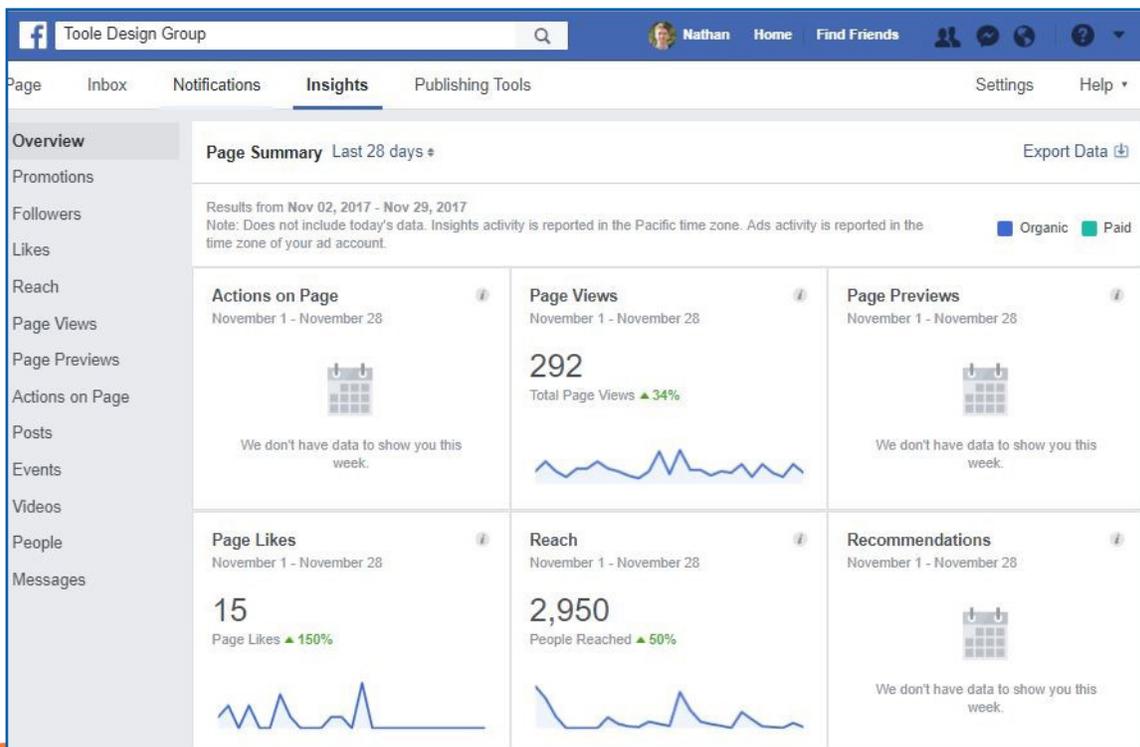
## Instagram

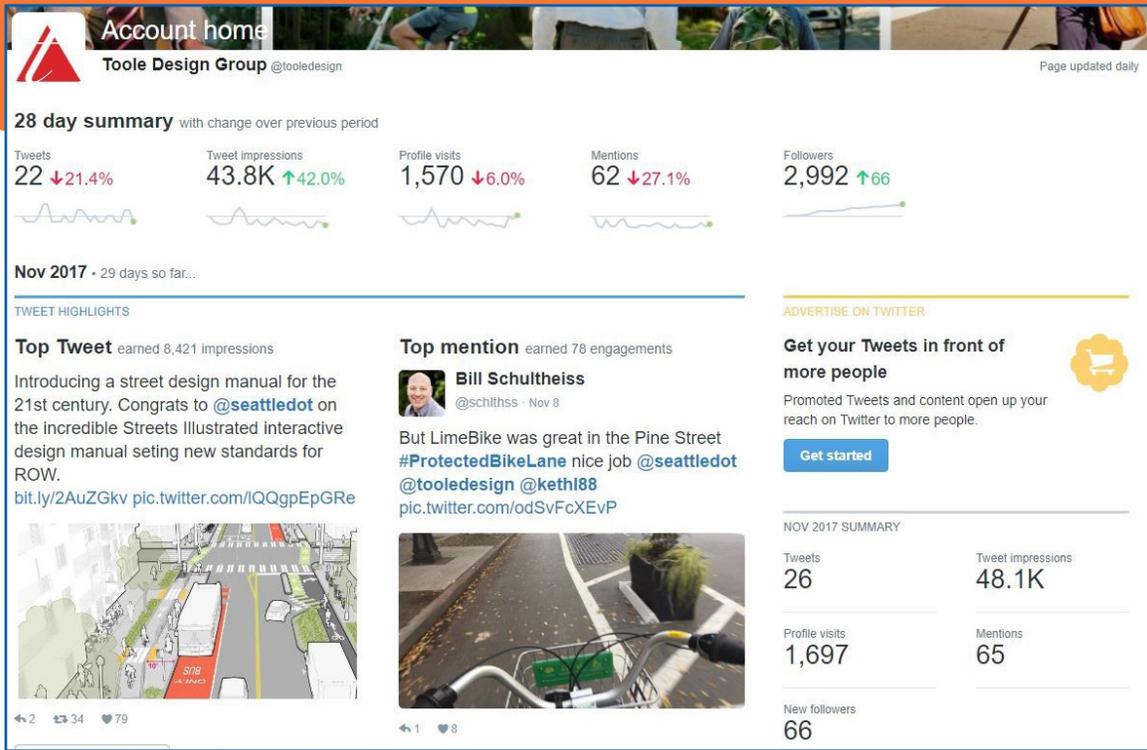
Instagram is owned by Facebook, so some analytics for Instagram are available on your Facebook Page Manager tab when you connect your Instagram account to the Facebook page you manage. Otherwise, Instagram accounts set up as a "business" can view metrics directly from the post in the Instagram phone app.

To access these metrics, set your Instagram to be a "Business" account and link it to your Facebook page. You can now view metrics on new posts by clicking "View Insights" on each post.

### Key Instagram Metrics:

- Impressions
- Reach (unique users)
- Comments
- Likes





## TWITTER

Twitter has a dedicated online dashboard to display and access downloads of their social media analytics, located at <http://analytics.twitter.com>. Once you log into your Twitter account, you can access this dashboard by visiting the web address above.

The main dashboard shows top account activity for each month. Under the "Tweets" tab, you can explore metrics for each individual post, as well as export data for defined periods into a CSV.

## Key Twitter Metrics:

- Impressions
- Engagements
- Retweets
- Replies
- Likes
- Media Engagements
- URL Clicks

## Translating Social Media Metrics to Program Goals

Social media channels provide opportunities to measure the attention and interactions of an audience, but it is important to make sure that you can relate these numbers to your program goals.

If your SRTS program goals are to make more people aware of the efforts and influence behavior, social media metrics can directly relate to that effort.

If your program goals are more experiential, and you want to measure how social media has contributed to event attendance, you may have to move beyond these metrics to connect them to your goals. A survey asking event attendees how they heard about your event would be an example of how to accomplish this.

Have more questions? Contact our Local Technical Assistance Coordinators at 1-855-601-7787 or email us at [info@virginiarts.org](mailto:info@virginiarts.org)

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