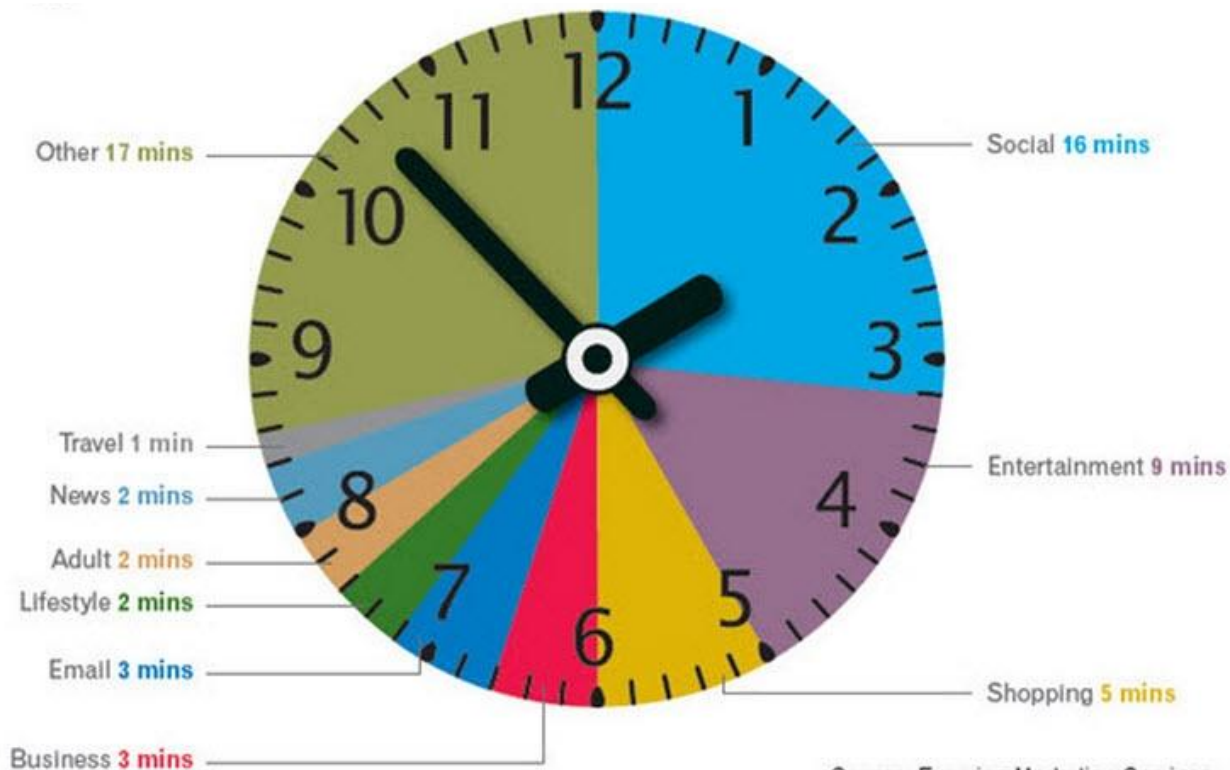

Social Media Analytics

— Juan Gonzalez —
Client Services Director, Bullhorn
September 14, 2016

Digital Behavior

The Digital Hour



Source: Experian Marketing Services

Content is Multi-Channel

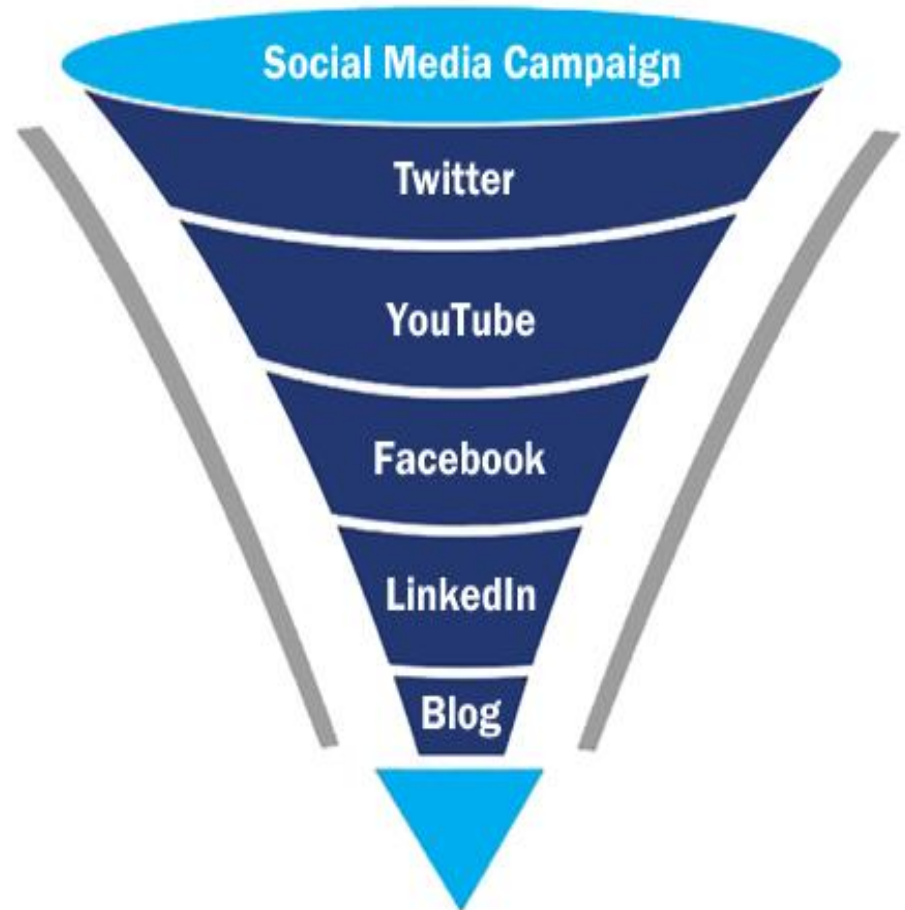
Digital Footprint is the total presence that a brand (organization, company, product, person, etc.) has online. Digital:

- Analogous to public relations.
- Shapes the mainstream media narrative.
- Quality over quantity.
- “Long tail” persistence.
- SEO advantage.
- Integrated Content Strategy.



The Digital Funnel

- **Twitter** is where news is earned online.
- **YouTube** is the largest digital content publishing clearinghouse in the world.
- **Facebook** grants authenticity and legitimacy to news through endorsement.
- **LinkedIn** drives topic-driven opportunities through content.
- **Blog** and **Websites** are owned content, the material you seek to promote.



What is Social Media?

- While **email** is about **taking action** and **blogs** are about **telling your story**, **Social Media** is about **sharing**.
- The **Social Digital Footprint**
 - Every user has a series of first and second degree connections (friends and friends-of-friends).
 - When users **share** content, they are broadcasting that content to their friends, which increases the potential for news to spread quickly.
- Content is share-worthy if it meets these criteria:
 - **Timeliness:** Newsworthy within 3 hours of an event.
 - **Relevance:** Useful and essential, necessary for users.
 - **Appropriate:** Leverage the proper network in the right way

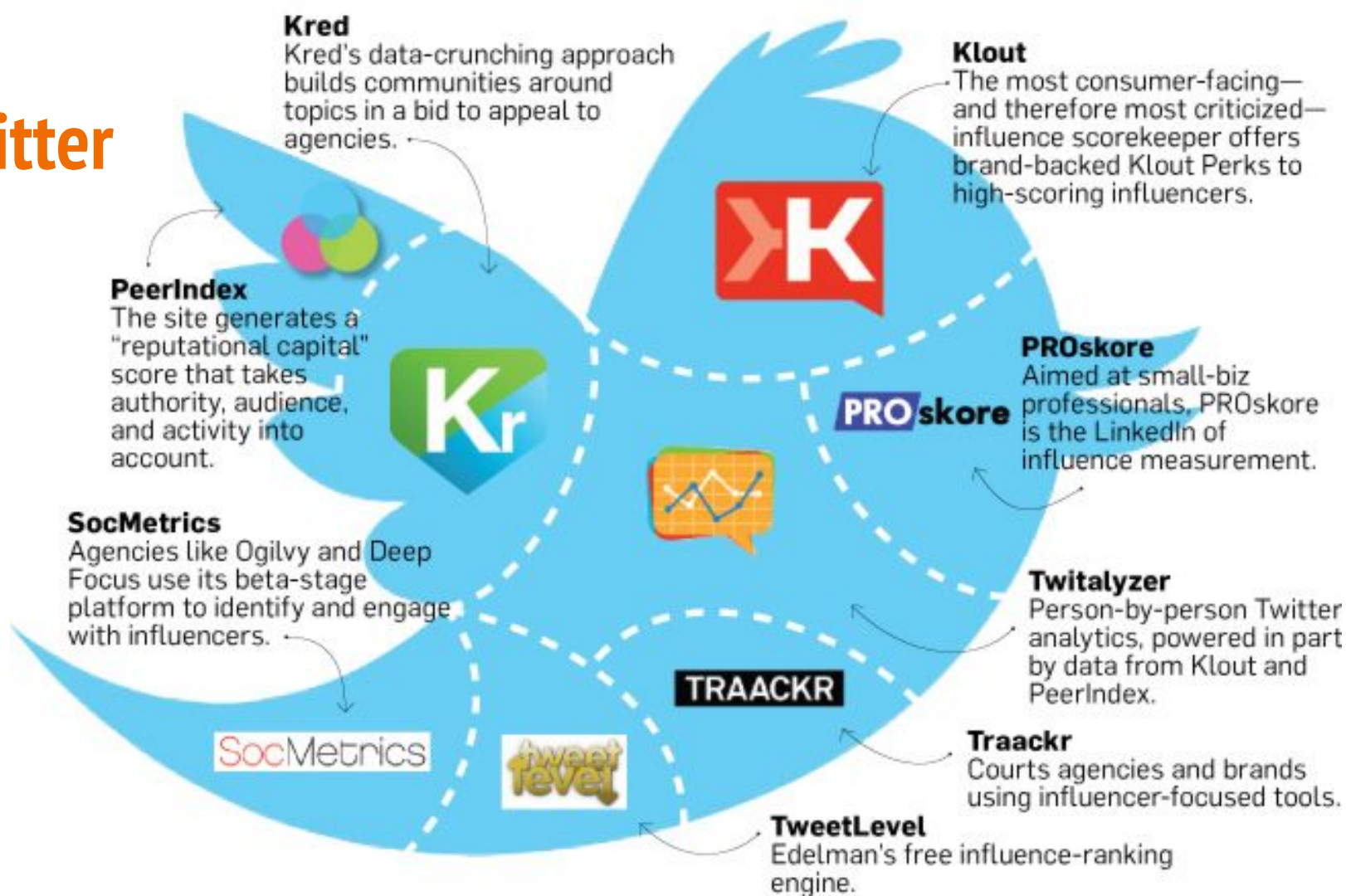
twitter 



Twitter


- **Twitter** is principally a **micro-blogging** news platform.
- Twitter's built-in analytics tool is relatively primitive.
- **Sharing** (direct) consists of **retweets** and **replies**.
- **Tweets** should engage people with **specific, actionable** requests or questions making use of **@mentions**.
- **Tweet** with **#hashtags** to promote community conversations.
- Use **Twitter** for direct conversations with supporters and influencers, broadcasting breaking or little-mentioned stories, sharing content from your blog or website.


Twitter





Twitter: McDonald's #McDStories

 **Skip Sullivan**
@SkipSullivan


[Follow](#) 


One time I walked into McDonalds and I could smell Type 2 diabetes floating in the air and I threw up. [#McDStories](#)

50+ RETWEETS 16 FAVORITES




3:30 PM - 18 Jan 12 via Twitter for iPhone · Embed this Tweet

 **John Judy**
@PapaJohnJudy


[Follow](#) 


When homeless the best place to shoot up was McDs. Then I'd climb up into the playland tubes and nod off til school let out [#McDStories](#)

2 RETWEETS




7:03 PM - 24 Jan 12 via web · Embed this Tweet

 **Nate Bramble**
@natebramble

[Follow](#) 

My father used to bring us to McDonalds as a reward when we were kids. Now he's horribly obese and has diabetes. Lesson learned [#McDStories](#)

12 RETWEETS 1 FAVORITE



7:53 AM - 24 Jan 12 via Twitter for iPhone · Embed this Tweet

 **Emmy**
@mmemordant

[Follow](#) 

Eating a Quarter Pounder value meal makes me feel exactly the same as an hour of violent weeping. [#McDStories](#)

9 RETWEETS 2 FAVORITES



5:49 PM - 24 Jan 12 via web · Embed this Tweet

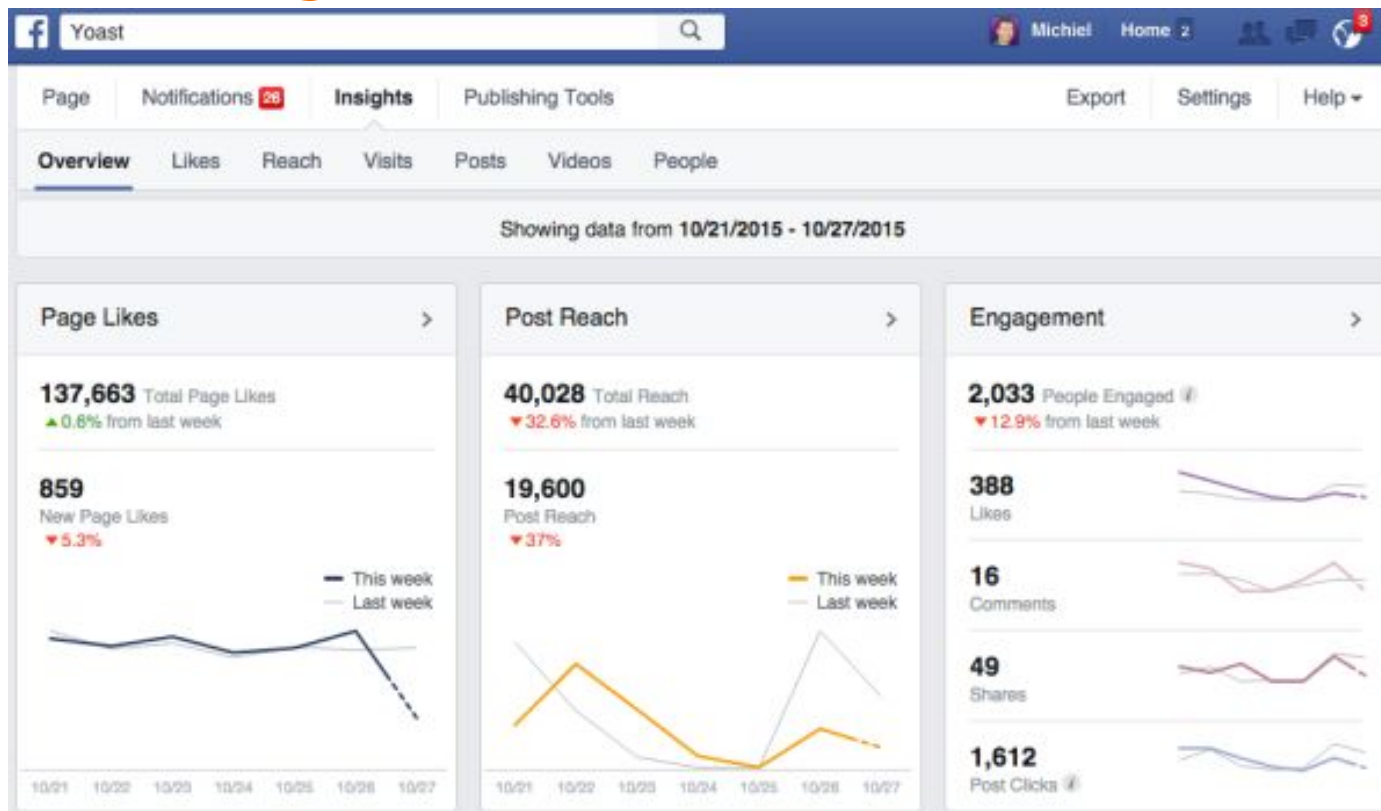
facebook.



Facebook

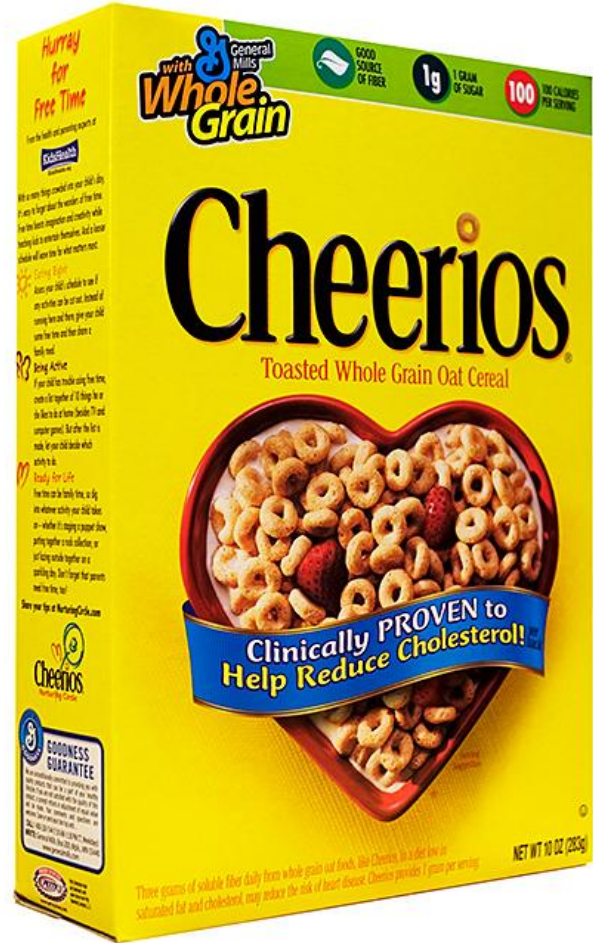
- **Facebook** is principally designed to share **links**.
- **Sharing** consists of **likes, shares,** and **comments**.
 - **Page likes** promote brand.
 - **Post likes** promote messaging.
- **Facebook Insights** provides performance information and an analytics dashboard for your page.
- **Facebook posts** should have context and clarity.
- **EdgeRank** is a complex algorithm that determines what users on Facebook see (only around 20% of all content for which they are eligible) based upon thousands of factors and four criteria: interaction, disengagement, poster similarity, and complaints.

Facebook Insights

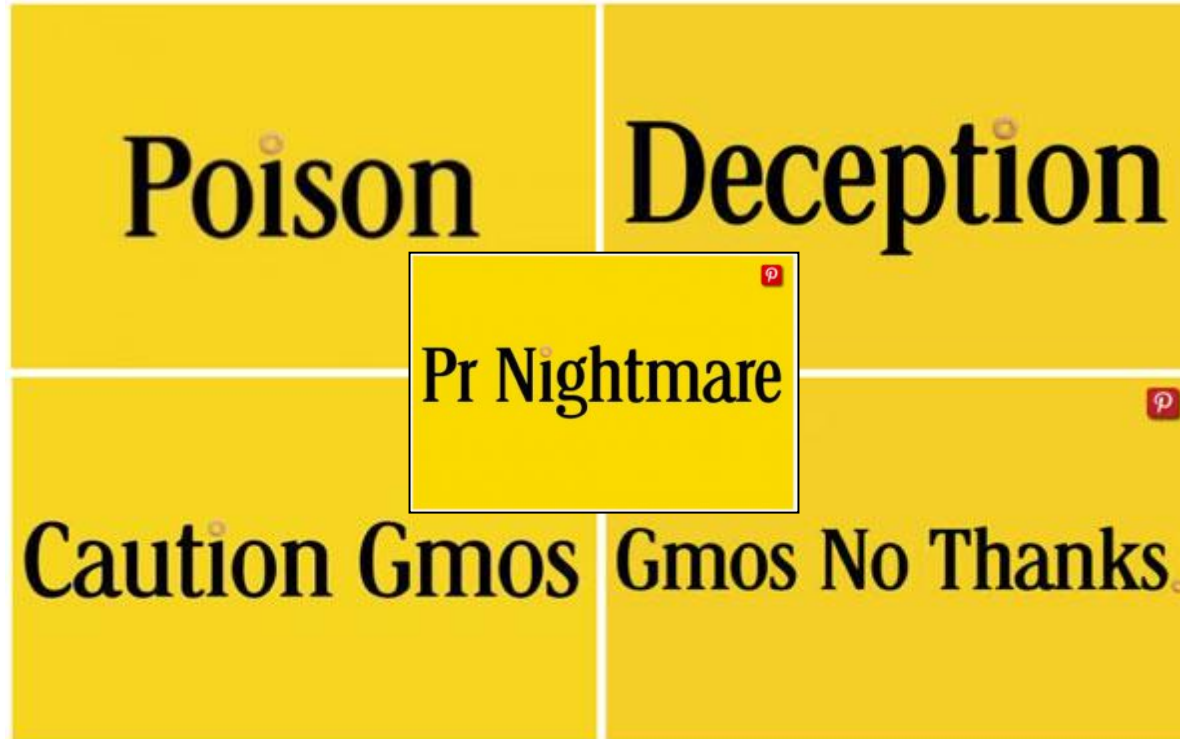


Facebook Insights Concepts

- **Impressions:** The total number of times people saw anything from your page, anywhere.
- **Reach:** The number of people who received impressions.
- **Post Impressions:** The number of times your posts were seen.
- **Post Reach:** How many people your posts reached.
- **Engaged Users:** The number of people who clicked on your posts.
- **Talking about This:** Number of people who created a newsfeed story from your content by liking, commenting, or sharing.
- **New Likes**, including people who are talking about this, who actually liked your post.



Facebook: Cheerios Box Campaign



Other Channels

YouTube

Best-in-class **video broadcasting** service.

Use as a content publishing platform to store videos which are later embedded in blog posts and website.

Analytic measures:

- **Total Views** are the total number of plays.
- **Subscribers** are the no. of people actively following channel.
- **Avg. no. of mins. watched.**



LinkedIn

LinkedIn



Modern-day **rolodex**.

Engage **professionals** with guided conversations using a **group**, operated like a **forum**.

Cultivate **topic leaders** as influencers among the forums to become trusted endorsers, driving traffic and credentialing to your professional brand and company.

Instagram

Photo-taking **image-based**
community-building platform.

Engagement driven around topics and
campaigns.

Compelling use case for building online
following, curating photographic content, and
engaging with followers in a hybrid of
Facebook and Twitter like visual experiences.

Weak analytics framework while Facebook, as
owner, integrates more deeply into parent
platform.



Snapchat



Swift **auto-destruct** video and photo-sharing, disclosure-driven phenomenon.

Most new communities today among young people originate within Snapchat.

Messages “expire” after they are seen; no persistent community trail.

Effective for **short time-sensitive campaigns**.

Tools

Tools to Supercharge Social

- **Buffer.com** (free / \$10 per mo.)
 - Queue your social posts and have them posted during highest traffic, peak times for your followers.
 - Great built-in analytics and rankings.
- **Cyfe.com** (free / \$19 per mo.)
 - Dashboard that summarizes your analytics and accounts, cross-platform.
- **IFTTT.com** (free)
 - Automate your cross-platform social activity and reporting with recipes.

Thank You.

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