

ARC POWER Grantee Strategic Communication Webinars





Clicks, Shares, and Likes, Oh My!

SOCIAL MEDIA ANALYTICS 101

KRISTIN MATTSON AND JENNIFER REYNOLDS









Why is it so important to analyze your metrics?

- Guide decision making
- Improve content
- Increase efficiency



KPI Metrics

- Awareness
 - Reach
 - Impressions
 - Followers
- Engagement
 - Clicks
 - Likes
 - Shares
 - Comments



Engagement Rate is Key!

- It helps your page receive a preferential spot in the channel's algorithm.
- Algorithms determine the Who and When
 - On whose feed your content appears
 - When (order) it appears

Engagement Rate - Facebook

- The number of people your post reached who then liked, commented, shared or clicked on your post.

$$\frac{\textit{Engagement}}{\textit{Reach}} \times 100 = \textit{Engagement rate}$$



Engagement Rate - Twitter

- The number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions.

$$\frac{\textit{Engagement}}{\textit{Impressions}} \times 100 = \textit{Engagement rate}$$



Engagement Rate - Instagram

- Not automatically calculated for you.
- Most marketers calculate it over a period of time, not per post.
- Others use impressions to assess posts.

$$\frac{\textit{Total engagement}}{\textit{Number of followers}} \times 100 = \textit{Engagement rate}$$





What is a successful engagement rate?



Benchmarking Engagement

- 2017 Social Media Industry Benchmark Report
 - Published in April 2017
 - Data from 2016
 - From database on 100K companies, randomly selected 120 from each industry
 - All had 25K – 1M Facebook Fans
 - Active on Facebook, Twitter, and Instagram as of January 2016



Instagram

- Average engagement rate per post for non-profits = 2.29%
 - Average across industries = 1.66%
 - Compare to: health and beauty (1.14%), fashion (1.36%), media (1.25%), food and beverage (1.6%), and higher ed (3.55%)
- Average number of posts per day for non-profits is 0.4



Facebook

- Average engagement rate per post for non-profits = 0.27%
 - Average across industries = 0.17%
 - Compare to: health and beauty (0.14%), fashion (0.13%), media (0.12%), food and beverage (0.23%), and higher ed (0.33%)
- Average number of posts per day for non-profits is 1.4
 - Excluding media, industry average is 1.1

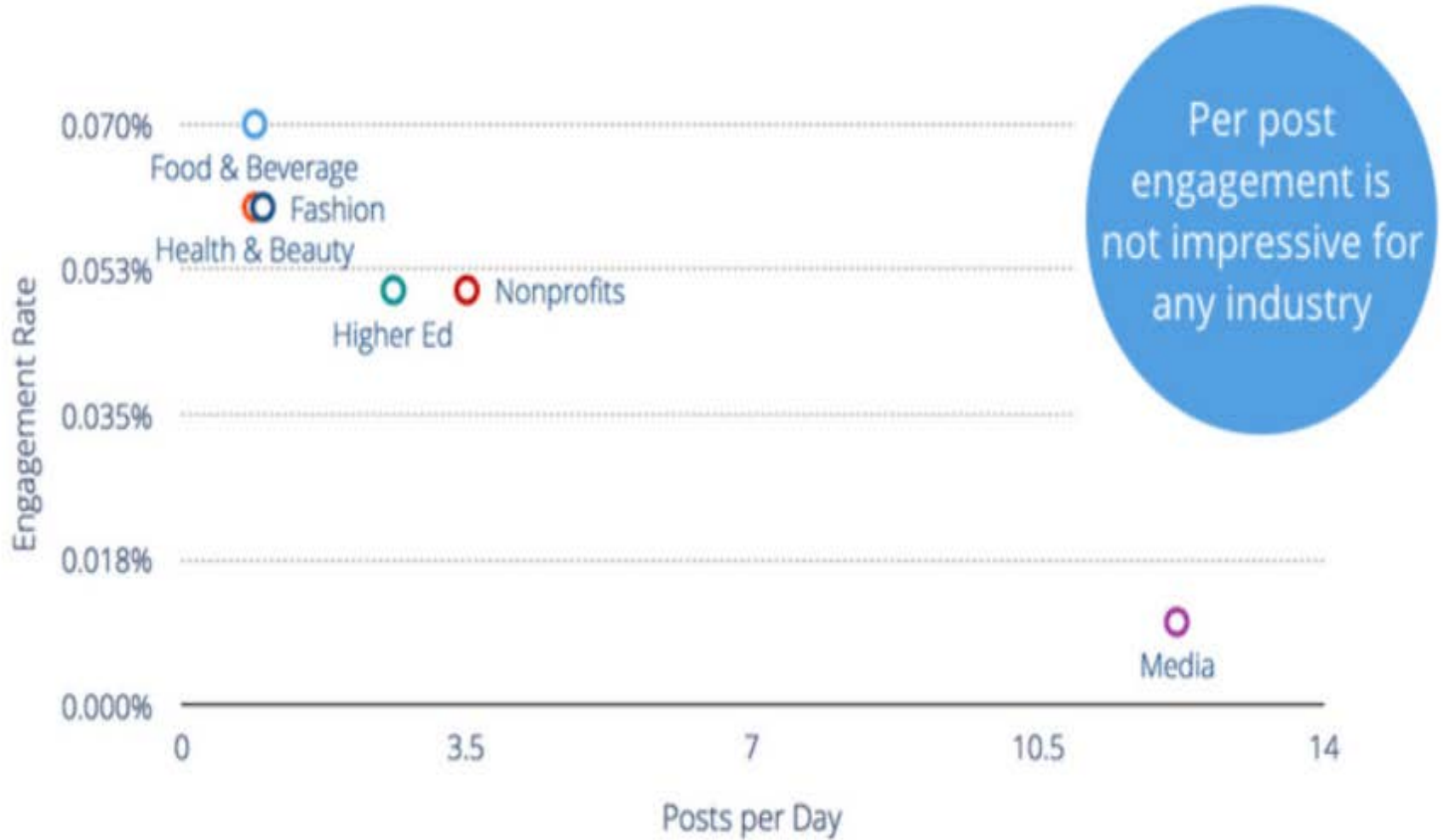


Twitter

- Average engagement rate per post per day for non-profits = 0.051%
 - Average across industries = 0.05%
 - Compare to: health and beauty (0.057%), fashion (0.058%), media (0.015%), food and beverage (0.069%), and higher ed (0.052%)
- Average number of posts per day for non-profits is 3.5
 - Industry average = 1.5



Twitter posts per day vs. engagement rate.

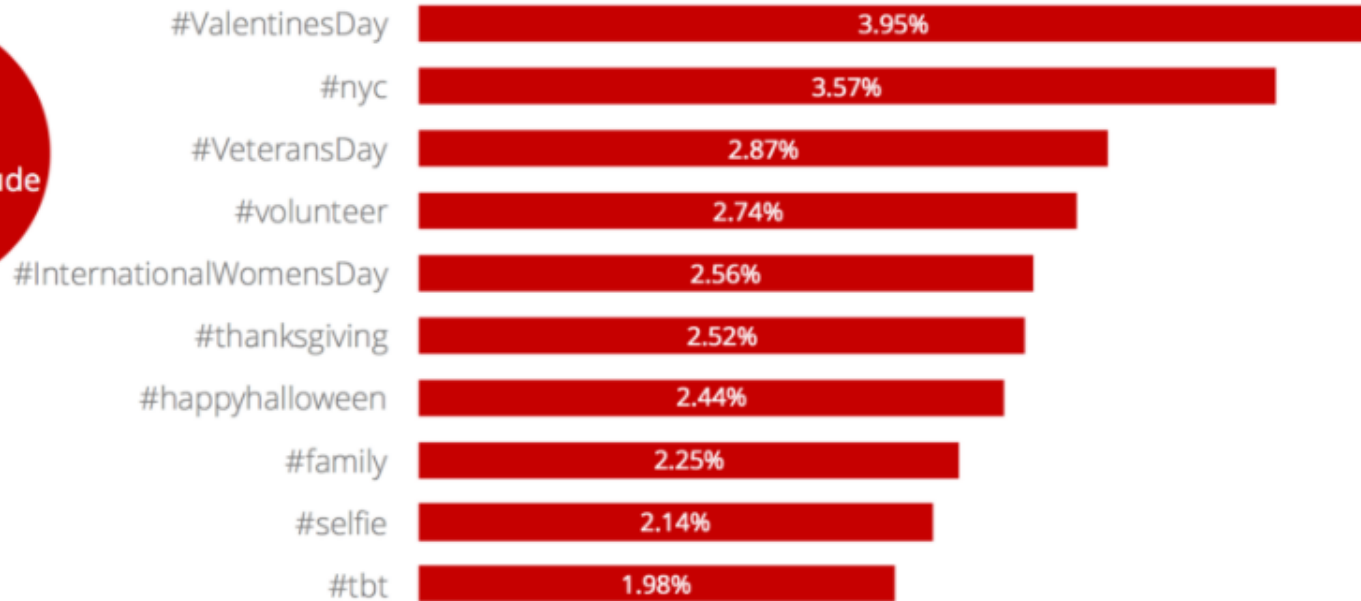


Recommendations

- Non-profits are owning native video - YOU SHOULD BE TOO
- Based on this study, there are two opportunities that could improve engagement rate:
 - Repurpose Facebook videos for Twitter
 - Utilize high performing hashtags
- Consider Instagram
 - Higher engagement rate and low frequency of posts
 - If your audience loves visual content (and is on Instagram)
 - Increase Instagram engagement by increasing posts per day by 0.2 (one more post every 5 days)

Top Hashtags by engagement rate (used by more than 10 companies in study)

86.5% of Nonprofits' posts on Instagram include hashtags



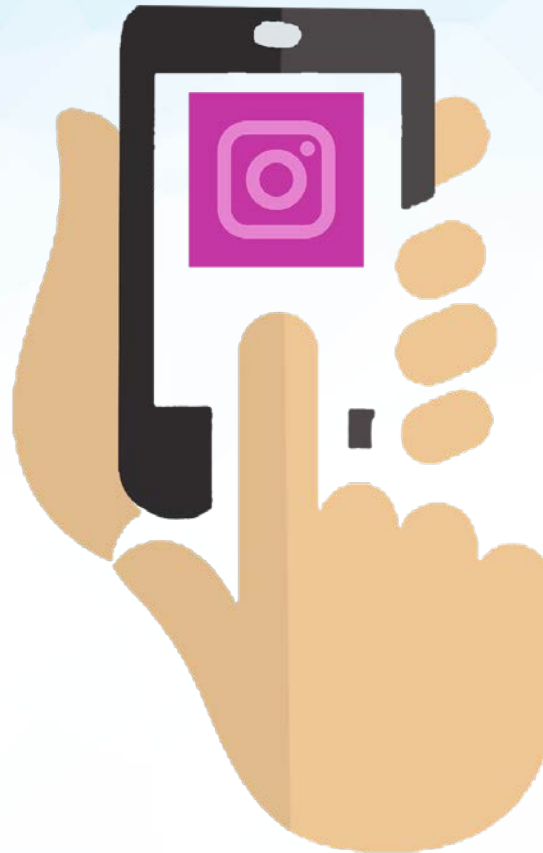
Holidays and positive topics top the list of hashtags, making sense for non-profits to engage audiences on altruistic subjects.





Facebook Insights





Twitter Analytics



Instagram Insights

+ **aceanddarla**  

 **49** posts **158** followers **340** following





[Promote](#) [Edit Profile](#) 


Ace & Darla
Personal Blog






2 pups living the dream in Tennessee 🐶💙 Ace is a male Yorkie and 🐶💜 Darla is a female Morkiepoo #rescue. They both enjoy wrestling, napping, and fetch!

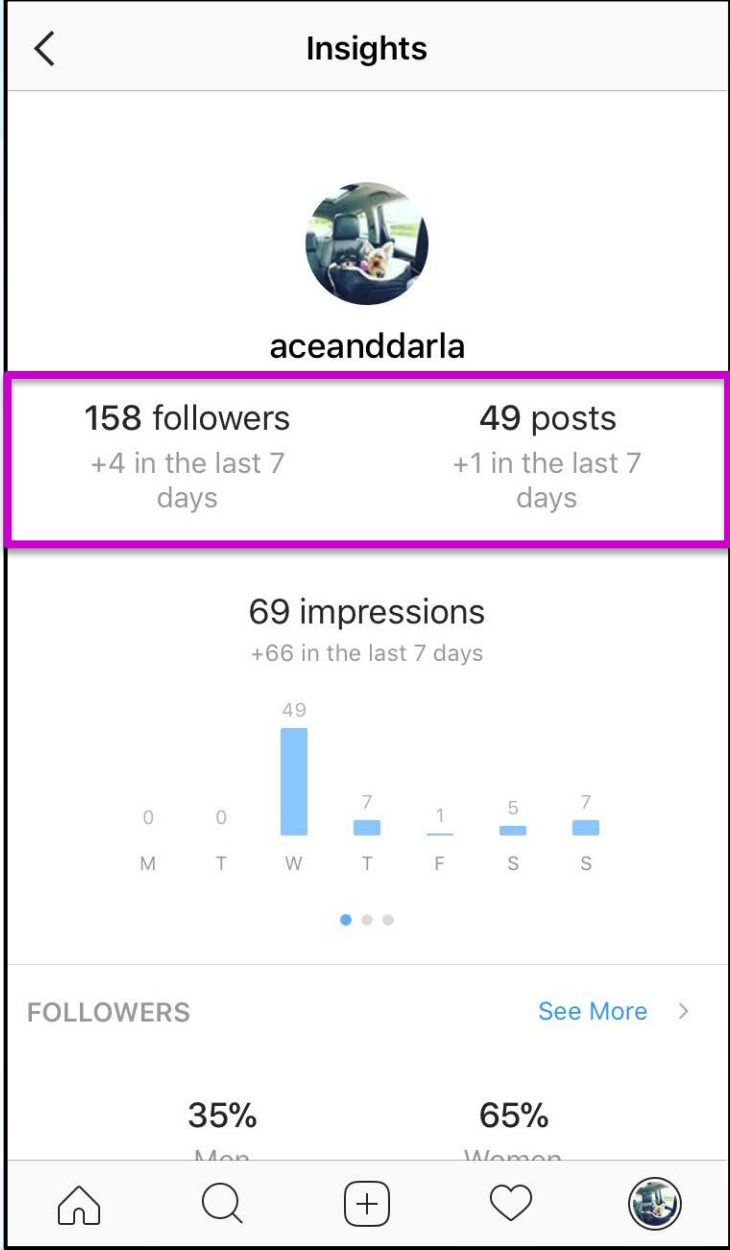
Followed by manderz219, h_alie, kourtconway + 9 more

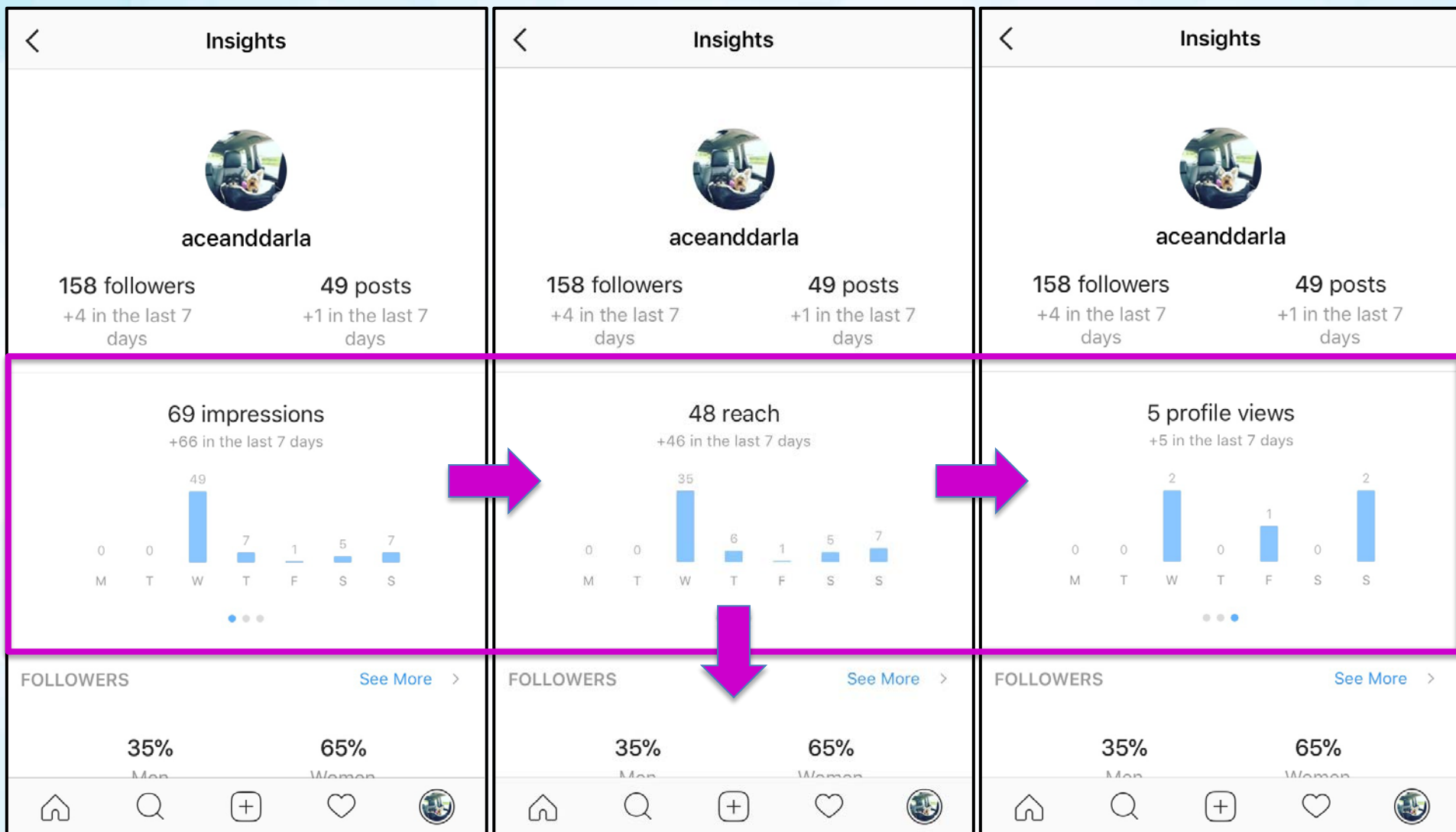
[Email](#)

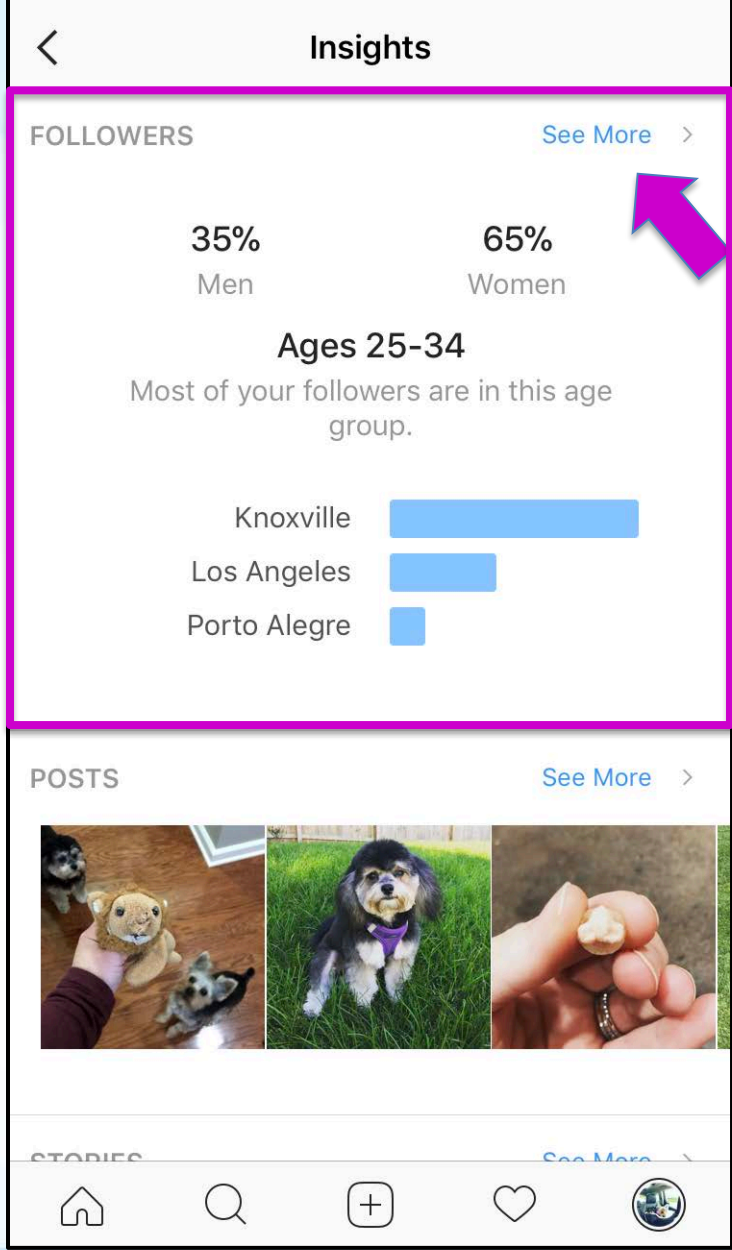
   

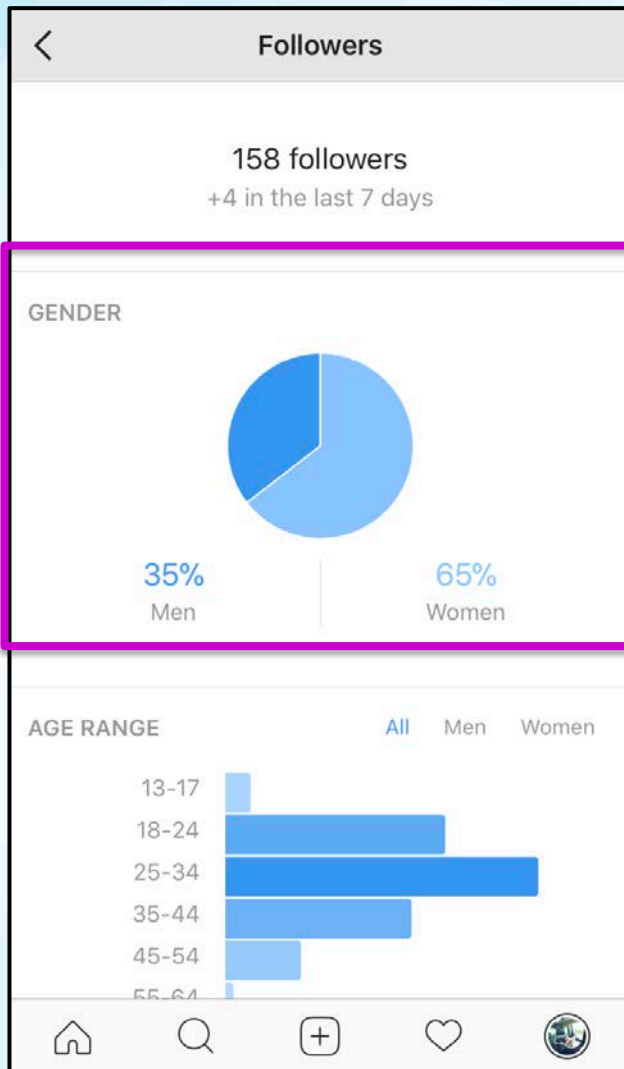


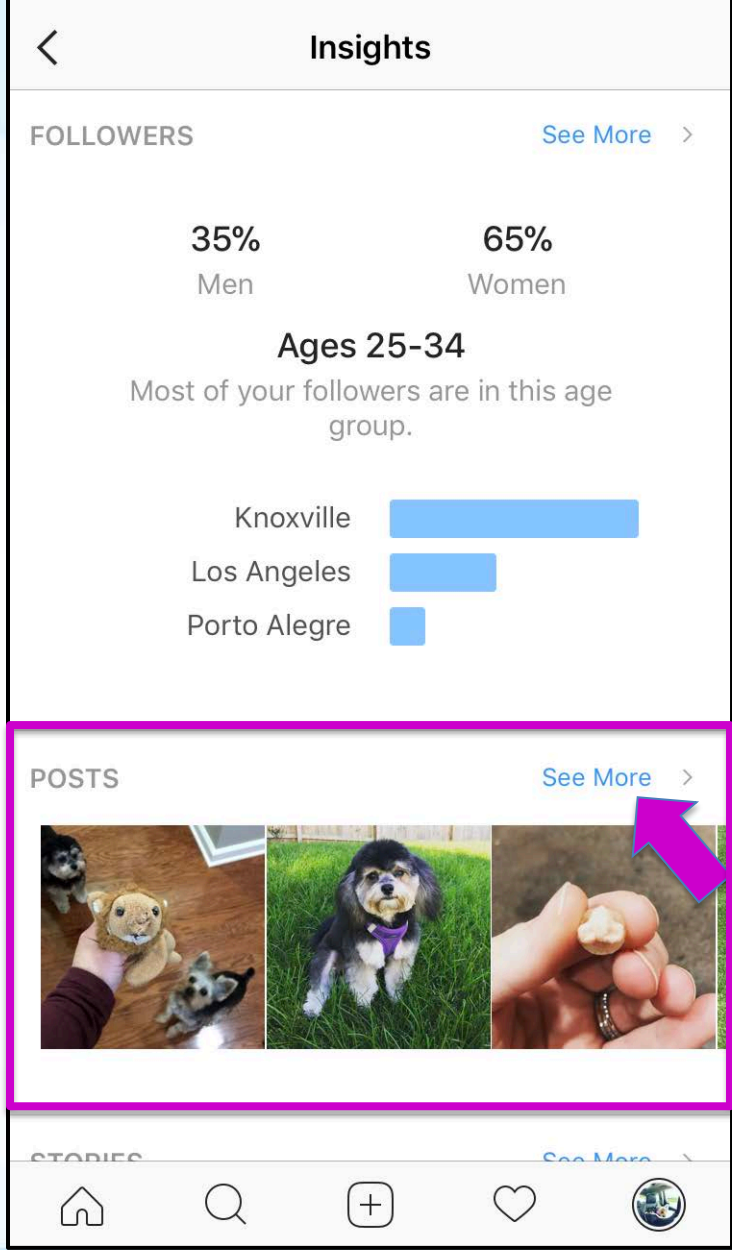
    

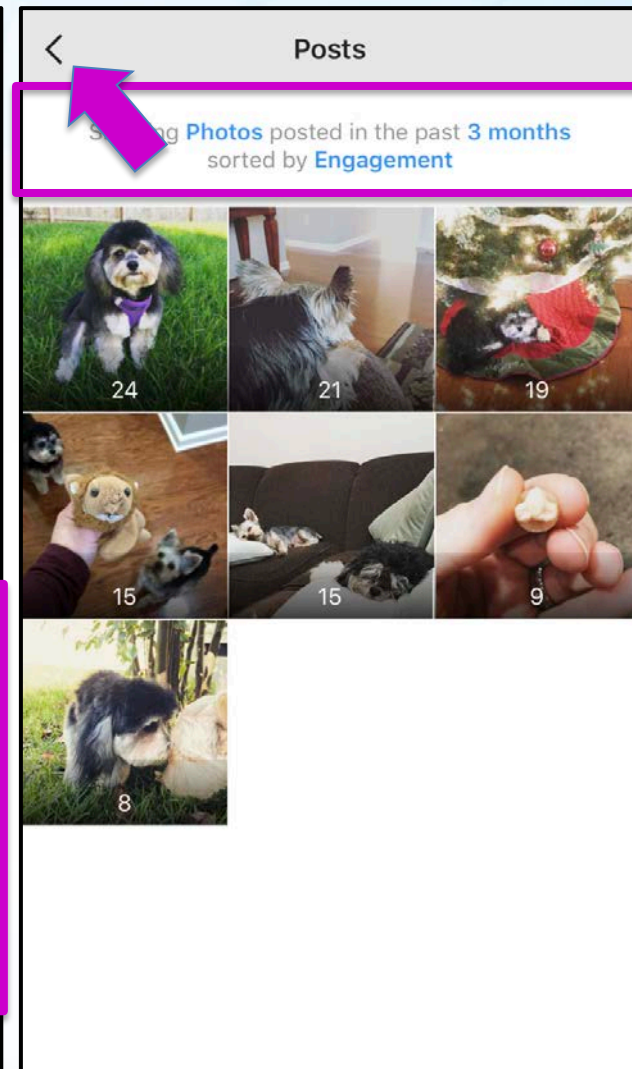
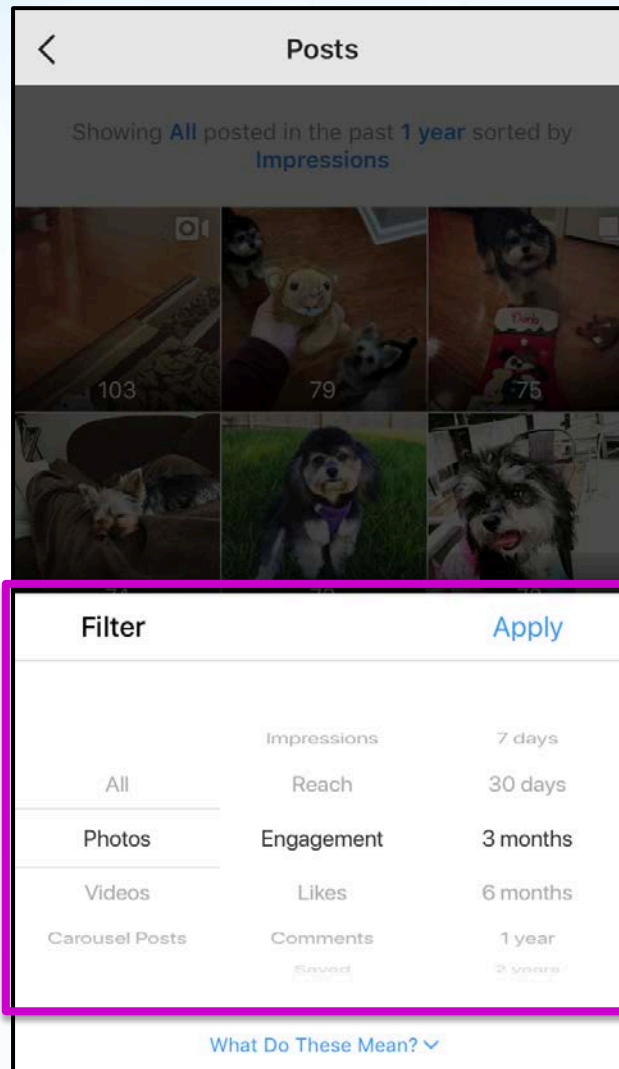
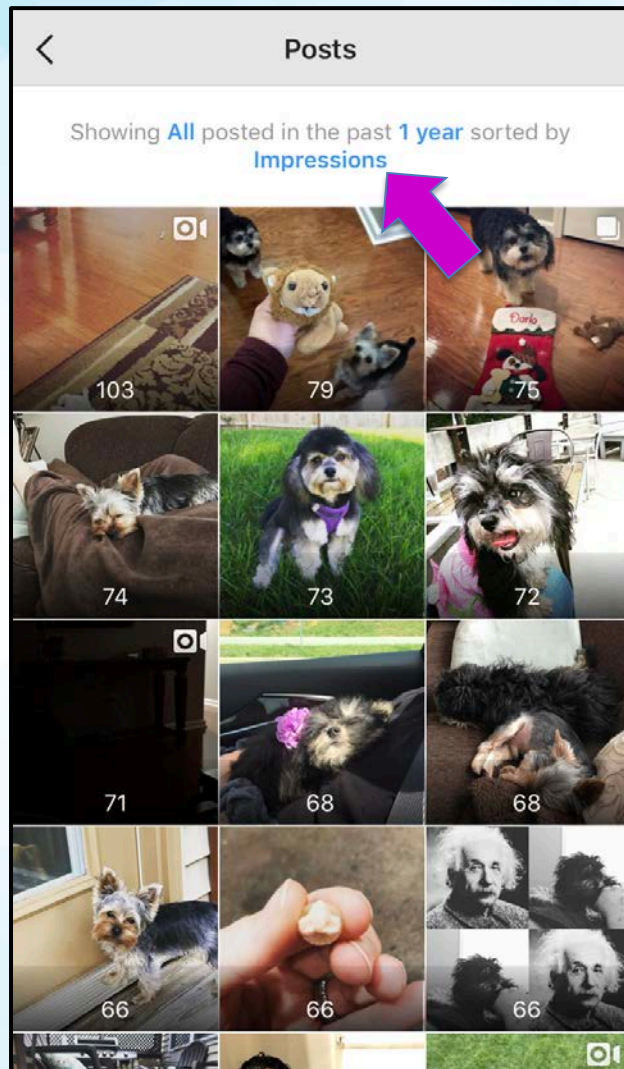














Insights

STORIES

[See More](#) >



PROMOTIONS

[See More](#) >

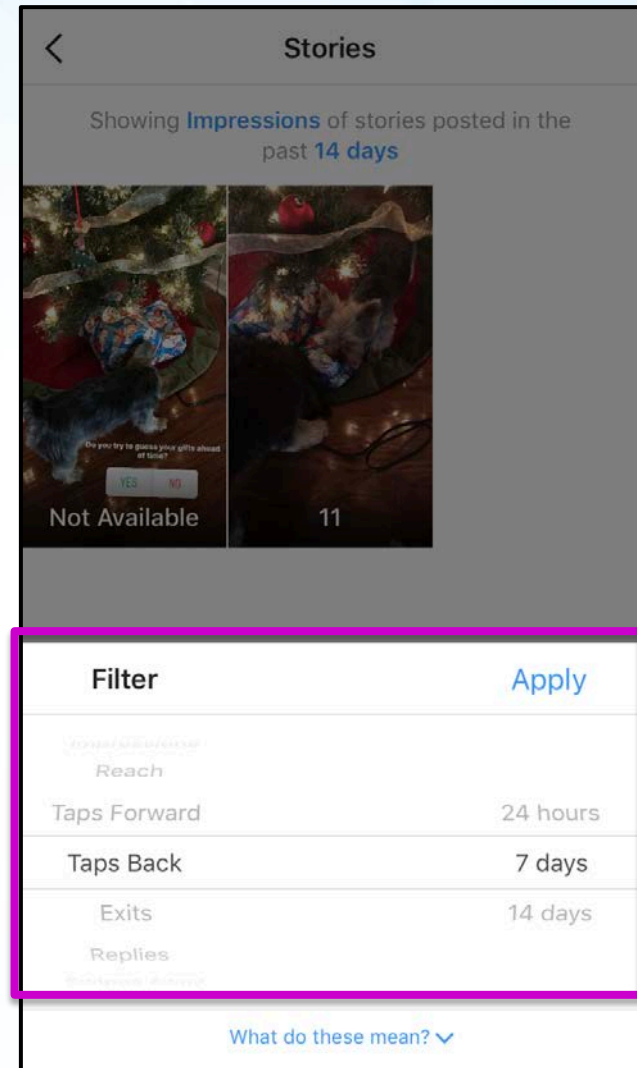
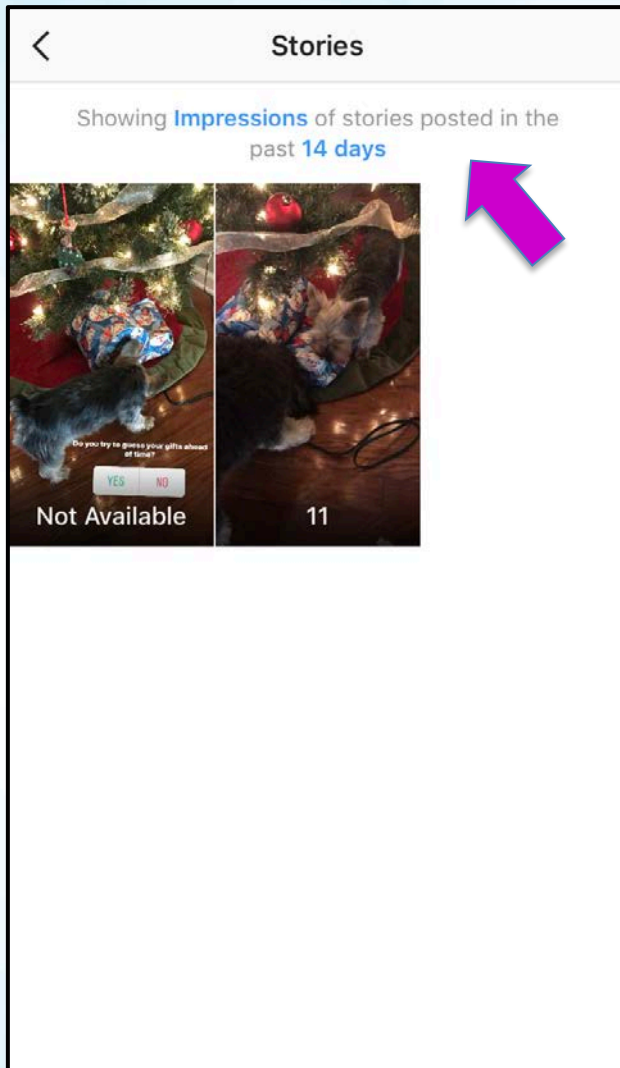


Your active promotions will be shown here.

[Create Promotion](#)

[What Do These Mean?](#) v







Settings (gear icon) | Close (X icon) | Download (down arrow icon) | Share (share icon) | Delete (trash icon)

10

Is it time to grant your gifts now or not?

2 votes for yes | 0 votes for no

VOTERS

- dagnyloa**
dagnyloa • voted yes
- jenniferreynolds9103**
Jennifer Reynolds • voted yes

VIEWERS

- shan.van**
Shannon Van Hoesen
- manderz219**
Amanda Dianne
- dagnyloa**
dagnyloa
- jenniferreynolds9103**

QUESTIONS?