A Guide To Tracking & Understanding Social Media Analytics

What is social media analytics?

An easy way to spot social media trends, check ROI, understand what your audience expects and wants and how it perceives your content. They help check if your strategy is working.

What is Metrics?

Measures of quantitative assessment commonly used for comparing, and tracking performance.
Metrics (Facebook/twitter/instagram)

1 Total Number Of Likes

The total number of people who have liked your Page.

Page growth indicates interest in what is going on with the organization and its content and the desire to stay updated.
Page Engaged Users

The number of people who engaged with your Page.

Engagement includes any click or story created.

Post Engagement
October 6 - November 2

342,957

Post Engagement ▼ 33%
The number of people who had any content from your Page or about your Page entered their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more.

Content can be distributed organically by Social media algorithms to reach people or one can pay to push the message to a larger audience. indicates quality content, increased interactions with your page and increased word of mouth recommendations and check ins.
The number of times any content from your Page or about your Page entered a person's screen. This includes posts, stories, check-ins, ads, social information from people who interact with your Page and more.

More people are not just seeing and interacting with our posts that enter their personal screens but also seeing them on their screen quite a number of times. Meaning the message, you are sending out is being received by the same person many times which could spike interest in taking action.
Total Check-Ins

Total check-ins at your Place.

Check ins act as physical evidence that people are visiting or associating themselves with the organization. It could be for a positive recommendation or negative. Sharing and engaging with check in posts could encourage more check ins.

Check-ins

9,195 Total Page Check-ins
176 New Page Check-ins

96 last 28 days
Total number of times videos have been viewed for more than 3 seconds.

Videos breathe ‘life” to the page and they are better indicators of physical evidence than photos and graphics. There are more metrics under video views that we will check out in Facebook Analytics.
Response Rate

Average Time taken to respond to customer queries in comments and direct messages.

Responsiveness
As of November 1, 2020

3%
Response Rate ▼ 50%

18 hrs 6 mins
Response Time ▲ 17 hrs 21 mins
8 Inquiries (Direct Messages & Comments)

These are most times leads – prospects that are a step away from becoming actual customers or responding to desired calls to action.

9 Mentions

Number of times your page handle is mentioned

Indicates word of mouth. Could be either negative or positive. Free positive word of mouth is free advertising and is more likely to influence the positive decision making process by the target audience. And vise-versa.
Total Engagement

Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.

Engagement Rate

Number of engagements divided by impressions.
The total amount of minutes viewers have spent watching your videos.

- YouTube elevates videos and channels with higher watch times in their search results and recommendations section.
- The more watch time a video has, the more engaging their algorithm presumes it is.
- Videos can be ranked by watch time, by themes, styles, and lengths to determine your most engaging types of videos.
Average Percentage Viewed

Average percentage viewed is the percent of each video the average viewer watched.

- Measures your video’s ability to hold viewers’ attention for its entirety.
- YouTube rewards videos that can hold people’s attention with higher search and recommendation rankings.
Audience retention shows you the percentage of viewers who watch and leave your video at every single moment of the video.

- YouTube elevates videos with high audience retention in their search rankings and suggestions.
- Audience retention informs your next video strategy. The most engaging parts of your video could be your next best video topics.
- The absolute retention curve shows you how well your videos retain viewers.
- The relative retention shows you how well one of your videos retains viewers compared to all other YouTube videos of similar length.
Re-watches

Re-watches are the amount of times viewers re-watch certain parts of your video.

- More people re-watching a specific part of your video shows interest in the topic your video is covering during that moment. These topics can be fodder for your next video strategy.
- This data in the absolute audience retention graph.
- Re-watches are usually indicated by rising curves in the graph.
Comments, shares, likes, and dislikes provides marketers with a lot of valuable qualitative data.

- Comments paint a clear picture of your video’s emotional effect on viewers.
- Shares gauge how much viewers value your content and brand.
- Likes and dislikes can help you determine what video types work best with your particular Engagement metrics in YouTube’s Interactions Report.
Impressions click-through rate measures your video’s ability to prompt people to watch your video after seeing it on their homepage, recommendation section, or trending section.

- High click-through rate means your title was compelling and your video’s topic resonates with the audiences.
- High click-through rate is great, but if people are leaving right at the beginning of your video, your title or thumbnail could be misleading.
Views per unique viewers is the amount of times the average viewer watches your video.

- This metric tells you if people can’t get enough of your video and keep rewatching it.
- Topics with a lot of views per unique viewers could also be your most popular content topics, and if you cover them more, you could generate more views, watch time, and subscribers.
In YouTube’s demographics report, you can see the different types of people who watch your videos, segmented by age, gender, and geography.

- Shows the most engaged audience and who your target audience should be.
Subscribers are your most loyal fans. They’ve made a public commitment to your brand, content, and values. And they’re most likely to be your evangelists too.

- They see your videos more frequently generating more views.
- Subscribers also watch twice as much video than non-subscribers.
- The more subscribers you have, the more watch time your videos will collect.
- This data will tell you what video topics resonate with your subscribers and where to target new subscribers.
- Prioritizing your subscribers’ needs means creating videos that they crave, increase your watch time, and boost your search rankings.
In YouTube’s Search Report, which is under the Traffic Sources Report, you can see the most popular queries guiding viewers to your videos. If these queries are slightly different from your video’s topic, consider updating your video to fill these content gaps and add the keywords to your metadata. If there’s a stark difference, consider making a new video about these popular queries.
Social Monitoring & Reporting

Tools Inbuilt Tools

1 Facebook insights
One of the most powerful Facebook marketing analytics tools available. Insights provide information about your Page's performance, like demographic data about your audience and how they are responding to your posts. You can use Insights to: Understand how people are engaging with your Page. View metrics about your Page's performance. Over 250 metrics. Reports can be easily generated and customized.

2 Twitter analytics
Twitter analytics is a built-in data-tracking platform that shows you insights specific to your Twitter account and activity. It's much like Facebook analytics, Instagram analytics or Google analytics, using graphs and reports to show important metrics.
YouTube Studio Creator
You can monitor the performance of your channel and videos with up-to-date metrics and reports in YouTube Analytics.

Third Party Tools

1. Tweetreach
Is an analytics tool specific to Twitter. As well as standard reporting on exposure and “reach”, the pro version also gives you real time monitoring capability, trends and data charts, searchable tweet archives, data segmentation ability, contributor influence etc.

2. Tweet Deck
Tweet Deck users can tweet, reply, retweet, favorite, send Direct Messages and manage and monitor multiple accounts and streams, all in one single interface.
Tweet Beam
It is for showcasing an activity in case of an event and there is a need to broadcast the tweets as they come in on a certain hashtag. It gives live twitter updates and stimulates guests to Tweet about your business or event hashtag.

Hootsuite
Hootsuite helps you keep track and manage your many social network channels. It can enable you to monitor what people are saying about your brand and help you respond instantly. It’s commonly referred to as a "Social Media Management System"