



Is This Thing On?

Totally Manageable
Social Media Measurement

Presented by

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Social Media & Communications Consultant

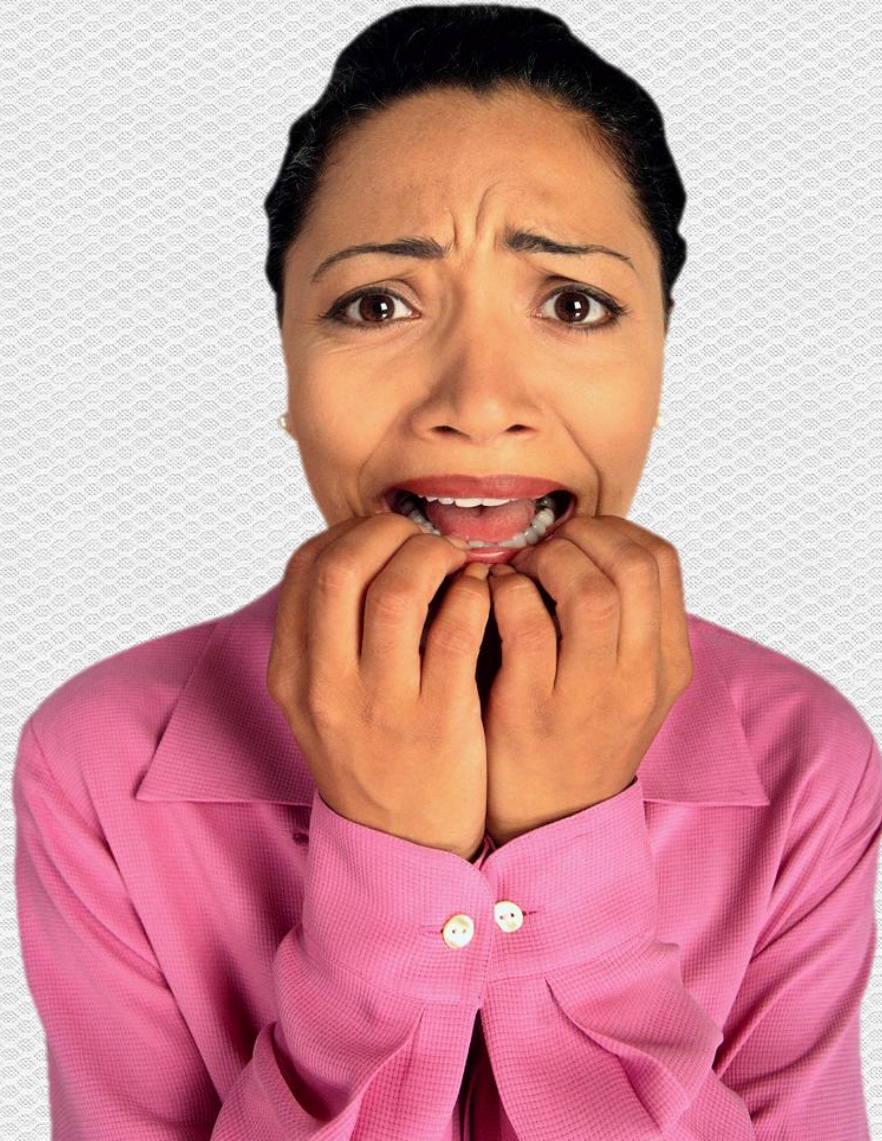
bcd ideas

@SocMediaRckStr

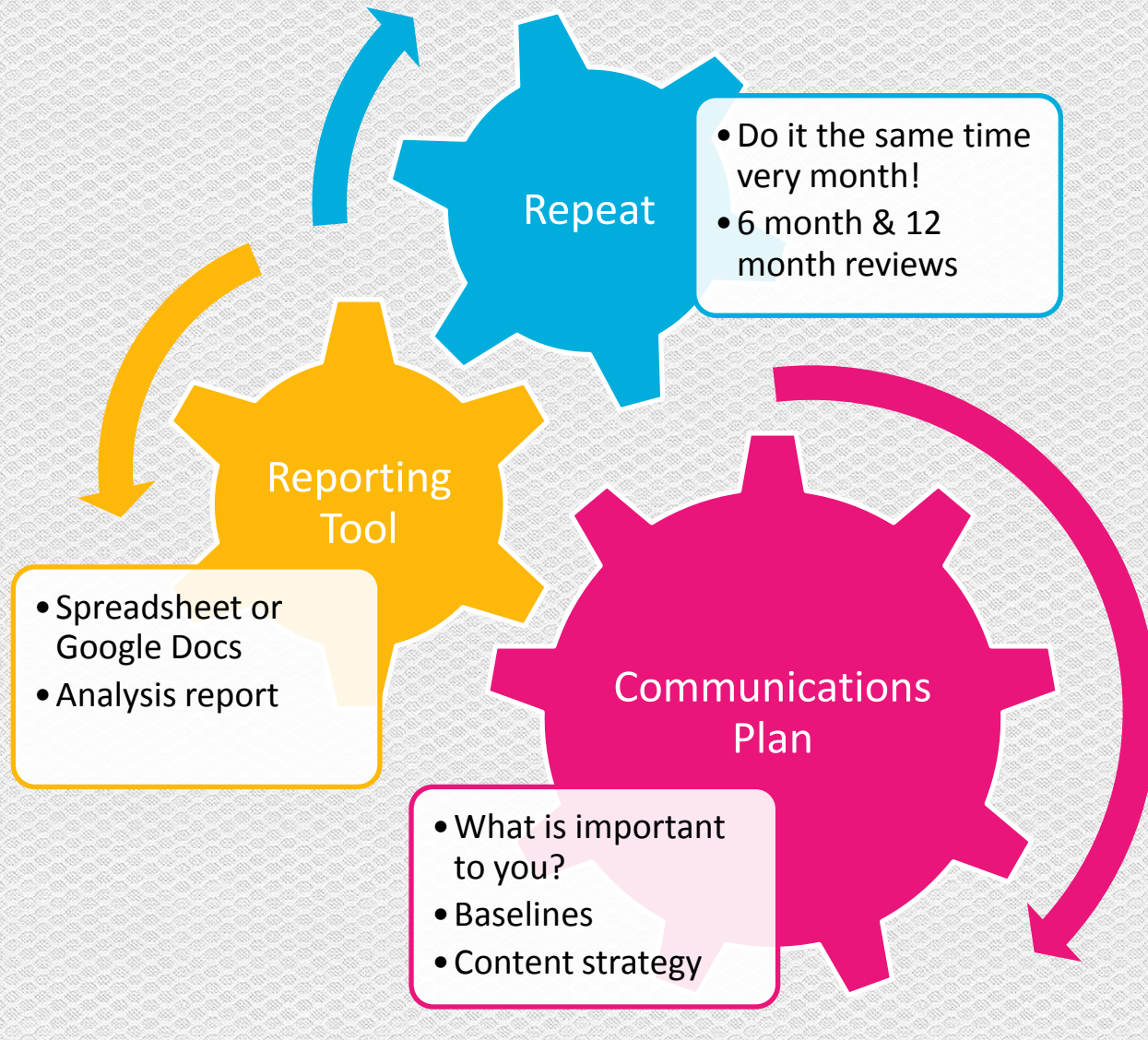


bedc ideas

Intimidated? Call us!



How Do I Get Started?





Tools Make **Us** Human



All Traffic

May 1, 2012 - May 31, 2013 ▾

Advanced Segments | Customize | Email | Export ▾ | Add to Dashboard | Shortcut

● % of visits: 100.00%

Explorer

Site Usage [Ecommerce](#)

Visits ▾ vs. [Select a metric](#)

Day Week Month  

● Visits

400

200

July 2012 October 2012 January 2013 April 2013

☐	Source / Medium	Visits ?	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
		3,795	2.14	00:01:43	81.29%	62.13%
		% of Total: 100.00% (3,795)	Site Avg: 2.14 (0.00%)	Site Avg: 00:01:43 (0.00%)	Site Avg: 81.21% (0.10%)	Site Avg: 62.13% (0.00%)
☐	1. google / organic	1,376	2.14	00:01:43	83.50%	63.37%
☐	2. (direct) / (none)	1,320	2.34	00:02:07	78.18%	57.42%
☐	3. google.com / referral	301	1.45	00:00:22	95.02%	68.11%
☐	4. wandersouth.com / referral	119	1.29	00:00:09	95.80%	86.55%
☐	5. facebook.com / referral	108	1.80	00:00:58	73.15%	66.67%
☐	6. linkedin.com / referral	55	1.85	00:01:11	72.73%	60.00%
☐	7. pinterest.com / referral	35	1.37	00:00:19	100.00%	80.00%
☐	8. pantsuitsandparakeets.com / referral	34	1.35	00:01:25	70.59%	82.35%
☐	9. m.facebook.com / referral	30	1.67	00:00:36	93.33%	83.33%
☐	10. nctech4good.org / referral	25	4.40	00:06:34	24.00%	20.00%





Facebook Insights

- FREE!
- Tracks fans, content and reach.



Hootsuite

- Free or \$5.99 per month
- Click throughs, growth and locations.



Twitonomy

- \$19 a month
- Track growth dailly. Download tweet reports.



YouTube Analytics

- FREE
- Track views. subscriptions and locations.



Pinpuff

- FREE
- Influence and board growth



Iconosquare (Formerly know as Statigram)

- FREE
- Track followers, likes, super fans

A close-up photograph of a ginger and white hamster. The hamster is positioned in the upper half of the frame, looking directly at the camera with its large, dark eyes. Its fur is a mix of ginger and white, with a white patch on its chest. It is sitting on a grey, circular exercise wheel that has a grid-like pattern. The background is a solid, bright yellow color. Overlaid on the lower half of the image is the text "Top 10 Things to Measure Right Now!" in a bold, pink, sans-serif font.

**Top 10 Things
to Measure Right Now!**

10. Measure Growth



What is Reasonable to Expect?

Depends on YOUR community



5% organic/10% paid “Like” growth



5% follower growth



2-3% views growth



5% follower growth



Express as Percent Change

Simple
Growth

Percent
Change

75% growth for
FY2013

25% growth
from September

50 New Fans

50 new fans



Overview

Page

Posts

People

Audubon North Carolina

Export Data



Page Likes

Post Reach

Page Visits

Daily data is recorded in the Pacific timezone.

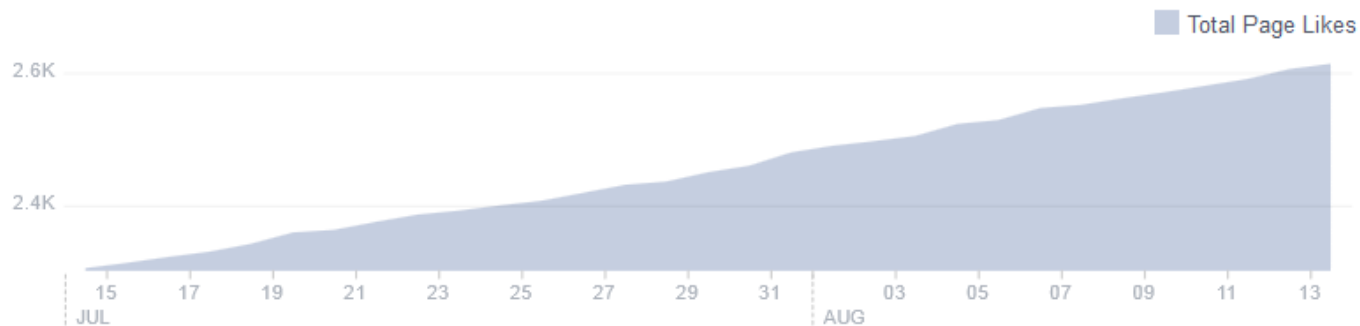
1W 1M 1Q



Start: 7/14/2013

End: 8/13/2013

Total Page Likes as of Today: 2,618



BENCHMARK

Compare your average performance over time.

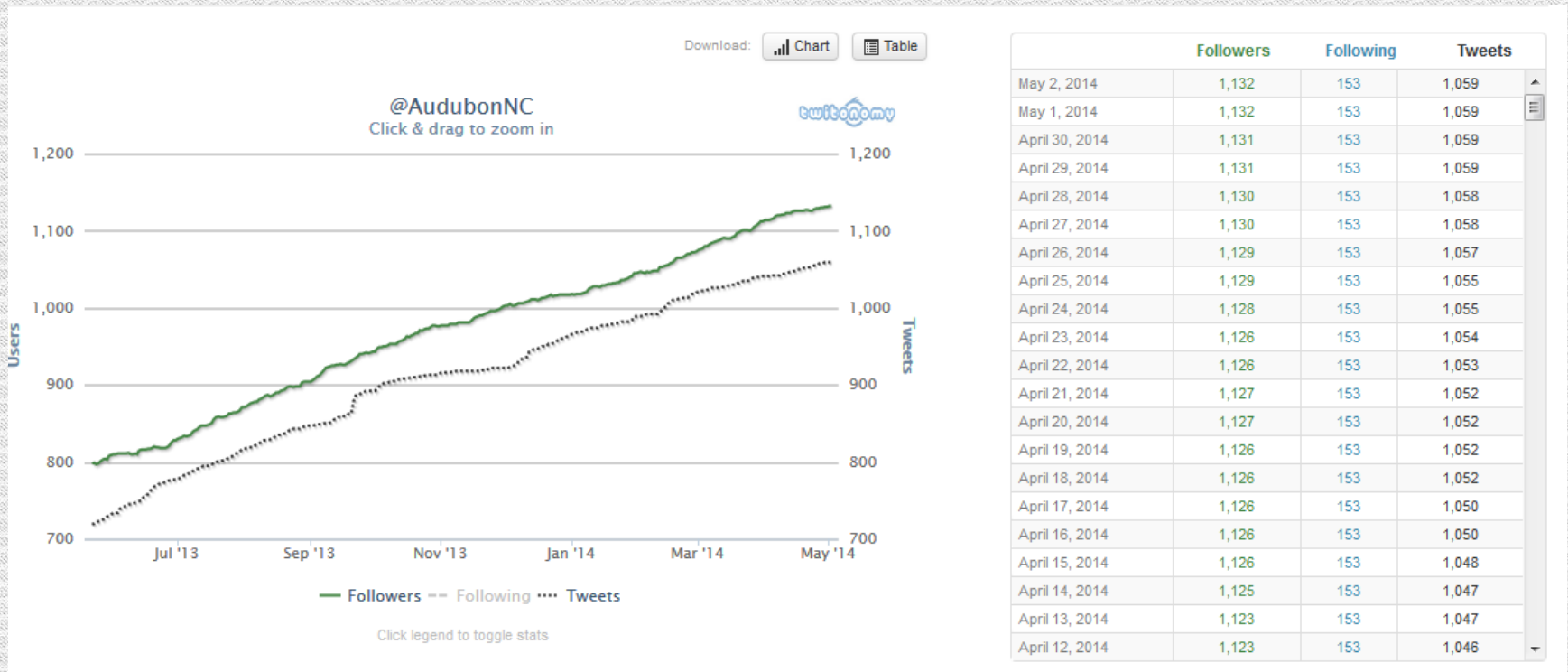
Total Page Likes

Your page Like activity

Rockstar Tip: See in the past quarter

facebook



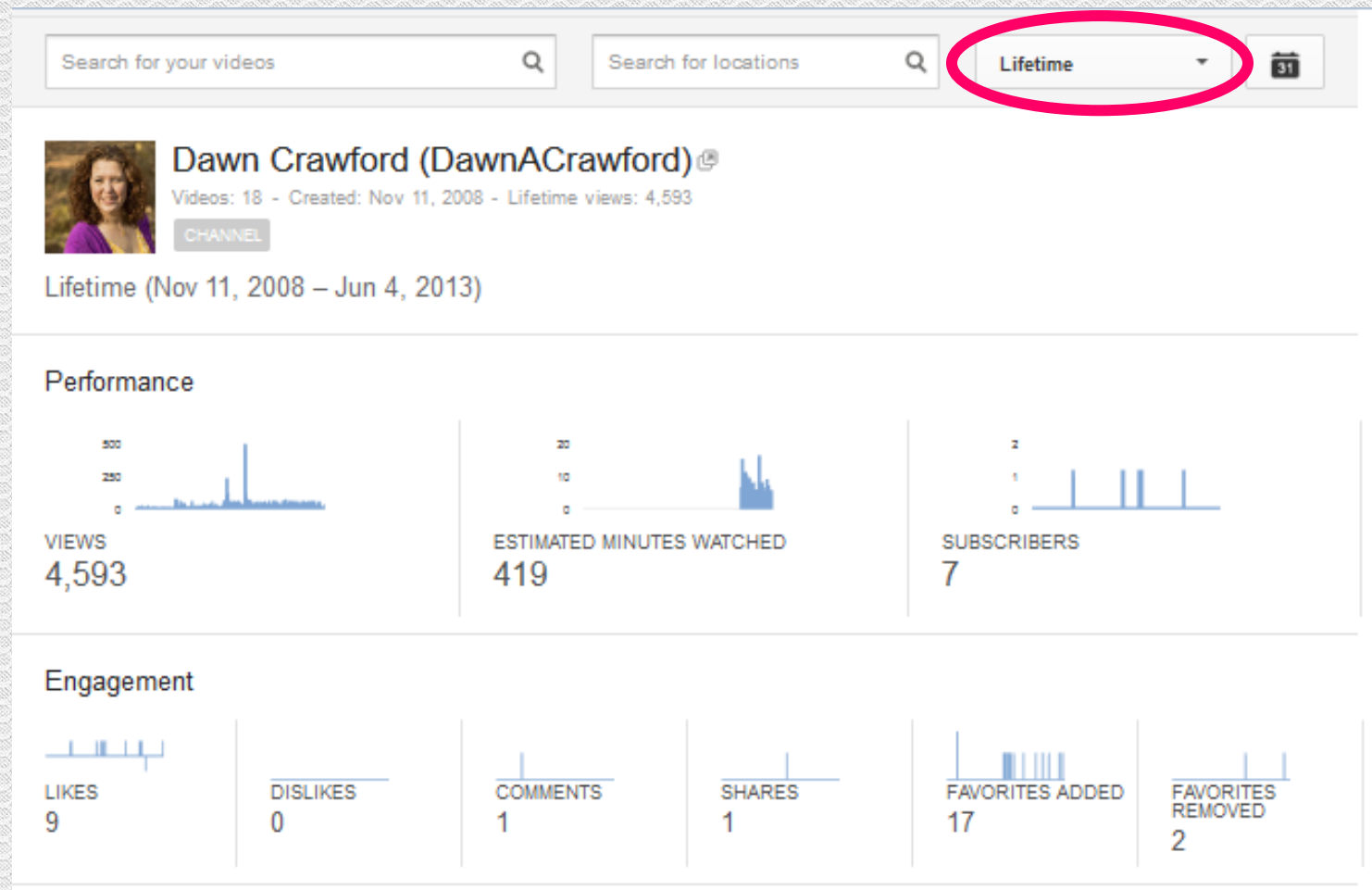


Twitonomy - Daily Follower Counts

The number of people following your content

twitter





Performance & Engagement

Track views, subscribers, likes & comments

Rockstar Tip: Change the dates

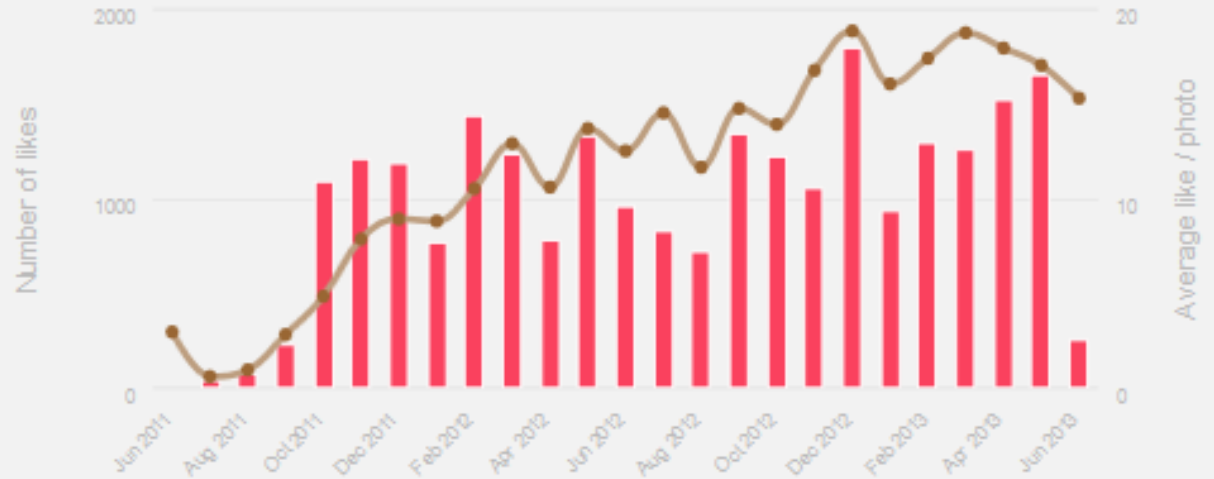


Like received

SOURCE



GROWTH HISTORY



Likes

The number of people liking your content

Instagram





Dawn Crawford's Boards (Max 20)

Board	Followers	Pins	Repins	Likes
From the Minds of BC/DC	253	47	57	18
Fav Cause Marketing Sites	268	24	11	7
Infographics	285	283	191	93
Random Dose of Reality - The Anti-Pinterest	267	65	86	38
Articles I Actually Reread	246	22	7	2
Pinterest Ideas for Nonprofits	317	67	62	22
Nonprofit Programs/Sites Worth a Second Look	259	28	15	9
Annual Reports	244	1	0	0
Idea Explosion!	258	373	299	90
Word Art	261	126	74	68
Boney Art			0	0
For the <3 of Star Wars	260	144	267	124
Stuff I Want But Can't Have	256	238	98	40
Calm	255	12	0	1
Presents for the Bear	251	28	8	7
Lactose-Free Yummies	277	245	240	52
Eye Candy	255	196	98	51
Current Cub (formerly known as Future Cub)	289	712	3858	1095
f*cking memes	253	6	11	10
Operation Green	265	90	120	63

Board Growth

Track how many new followers you have on each board!



9. Find Your Top Content



Overview

Page

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Audubon North Carolina

Export Data



All Posts



When Your Fans Are Online



Best Post Types

All Posts Published

May 18, 2013 to August 15, 2013

Reach



Post Clicks

Likes, Comments & Shares



Published	Post	Type	Targeting	Reach	Engagement	Promote
08/15/2013 9:30 am	 It's #6 of our AMOY 6 - meet Orange Green, the last oystercatcher to join the project and likely the oldest. Or			392 	21 16  	Boost
08/14/2013 2:20 pm	 We'd LOVE to see a North Carolina photographer win t his contest! There's still time to enter the Audubon Ma			808 	12 19  	Boost
08/14/2013 9:30 am	 Meet another one of our AMOY 6 - this is CFX. He join ed the flock of tracked oystercatchers on June 6, on N			464 	13 16  	Boost

Reach = Eyeballs **Post Clicks** = Photo opens, link clicks, etc.
Likes, Comments & Shares = Engagement

Rockstar Tip: SORT!

facebook



Best Post Types

The success of different post types based on average reach and engagement.

Show All Posts ▼

Reach Post Clicks Likes, Comments & Shares

Type	Average Reach	Average Engagement
Status	1.2K	19 25
Photo	944	114 47
Link	868	33 21
Video	477	11 8

Content measurement

Rockstar Tip: Not clear on timeframe???

facebook



Most Popular Links



Rank ▲	Date	Post	Clicks
1	Apr 2, 2013	http://ow.ly/jFMY9 http://www.charlotteobserver.com/2013/03/31/395... How #STEMed is truly preparing NC students for 21st century challenges via @smtcenter @ncnewschools http://ow.ly/jFMY9	7 clicks
2	Mar 25, 2013	http://ow.ly/ioNnM http://www.greenwichtime.com/opinion/article/Te... Teachers must foster global competence http://ow.ly/ioNnM	4 clicks
3	Mar 21, 2013	http://ow.ly/jgHWd http://blogs.edweek.org/edweek/global_learning/... Why NC is at the forefront of providing students w/ a globally competent education by @hsingmaster of @asiasocietypgl http://ow.ly/jgHWd	4 clicks
4	Mar 22, 2013	http://ow.ly/jgl5b http://blogs.edweek.org/edweek/global_learning/... Why NC is at the forefront of providing students w/ a globally competent education by @hsingmaster of @asiasocietypgl http://ow.ly/jgl5b	2 clicks
5	Mar 15, 2013	http://ow.ly/iZftk http://newmcnc.mediasite.mcnc.org/mcnc/Play/69c... @mattleatherman Here is the full length video of #IMForum. You'll be prompted to download Microsoft Silverlight http://ow.ly/iZftk	1 clicks

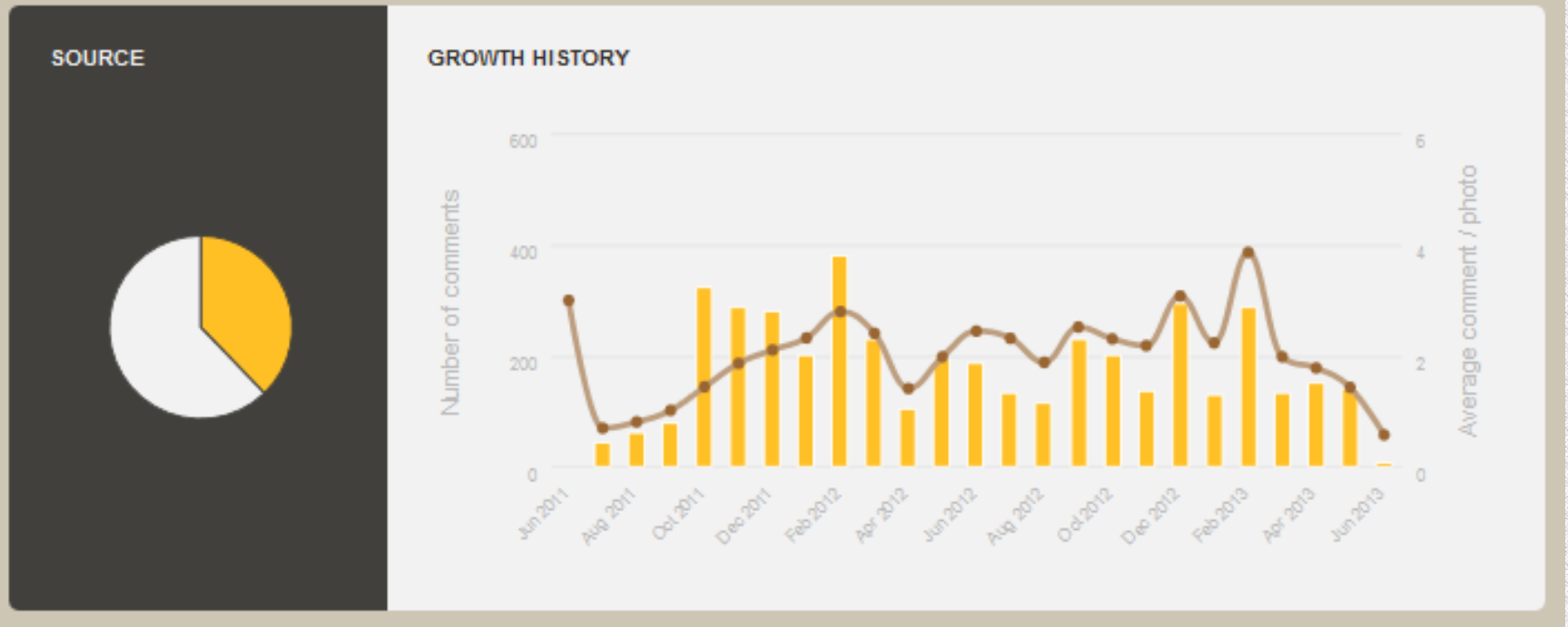
Ow.ly Click Summary – Content

Which were your most clicked on links

twitter



Comment received



Comments

Number of people interacting with your content

Instagram





8. Measure Interaction

Overview

Page

Posts

People

Audubon North Carolina

Export Data



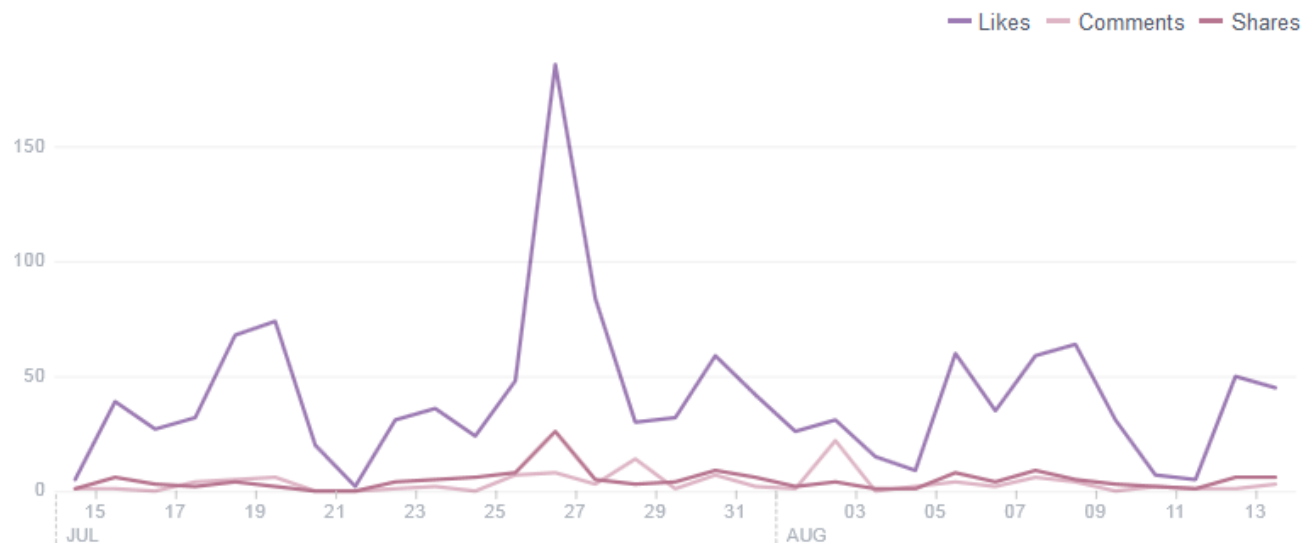
Page Likes

Post Reach

Page Visits

Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Likes

Comments

Shares

How people interacted with your content

Rockstar Tip: Pay attention to spikes and repeat

facebook



Posts Published from July 26, 2013



■ Reach
 ■ Post Clicks
 ■ Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/26/2013 2:10 pm	 Don't we live in a beautiful world? Have a great birding weekend! Thank you to Barbara Statas for sharing this stunning			2.7K	46 256	Boost
07/26/2013 10:20 am	Are you a fan of CBS Sunday Morning? Audubon's islands on the Cape Fear River will be featured in its "Moment of Nature" segment. T			1.1K	0 27	Boost

Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Likes

Comments

Shares



	Retweets	Retweeted by ?	Potential Reach ?
May 31, 2013, 4:40 am The Dawn A Crawford Daily is out! paper.li/SocMediaRckStr... ▶ Top stories today via @michaelsola @rootwork @drupalhross	1	 1,447	1,447
May 17, 2013, 4:40 am The Dawn A Crawford Daily is out! paper.li/SocMediaRckStr... ▶ Top stories today via @NPTech_Ash @TellThemSC @sue_anne	1	 1,469	1,469
May 14, 2013, 4:40 am The Dawn A Crawford Daily is out! paper.li/SocMediaRckStr... ▶ Top stories today via @TellThemSC @sue_anne @silverbell	1	 1,469	1,469
May 11, 2013, 10:45 pm Thinking of @KarlSakas today, it being National Train Day and all!	1	 2,056	2,056
May 7, 2013, 4:40 am The Dawn A Crawford Daily is out! paper.li/SocMediaRckStr... ▶ Top stories today via @TellThemSC @rootwork @akmcquade	1	 1,469	1,469
May 3, 2013, 10:43 pm @thertp @IUPAC Unbelievable! I love this area! How freaking cool is that?!	1	Show	
April 30, 2013, 4:40 am The Dawn A Crawford Daily is out! paper.li/SocMediaRckStr... ▶ Top stories today via @HeidiEKMassey @MarionConway @invisiblepeople	1	Show	

Twitonomy – Top Retweets

Indicates reach and resonance of copy

Rockstar Tip: Thanks your top retweeters every month!

twitter



Top 10 Videos

[Browse all content](#)

VIDEO	VIEWS ↓	ESTIMATED MINUTES WATCHED	LIKES
Science Online 2011 #scio11 - @scienceissex...	2,774	348	4
Science Online 2011 #scio11 - Carl Zimmer s...	981	49	0
"Stay On Target" by Brian Crawford for Bordo ...	203	1	0
Bronto Thank YOU	129	0	1
Goodbye #SciO11 - @scienceissexy recounts ...	107	3	0
Odtizzard - Denver Blizzard - Power outage	98	14	1
Sew Pink: A Fashion Show	57	0	0
Denver Zombie Crawl 2009 - Incident 1	55	0	1
Goodbye Science Online 2011 #scio11	40	0	0
Science Online 2011 - Extreme Biology Stud...	40	1	0

Top Content

Track views on videos

Rockstar Tip: Watch average minutes watched



Engagement



LIKES

1,668

May: 1,650

+1.08%

Avg/photo

17

May: 17

+1.08%



COMMENTS

132

May: 140

-5.71%

Avg/photo

1

May: 1

-5.71%

MOST LIKED



42

33



48

29

28

MOST COMMENTED



8

6



11

5

4

Rolling Monthly Engagement

Compares Likes and Comments month by month

Instagram





Pin values will remain unavailable for some time as we are further improving our algorithm.

Reach Score
40.6 You have above average following on Pinterest and can easily be improved further.

Activity Score
80 Great!! You are very active on Pinterest - perfect choice for Brands on Pinterest.

Virality Score
73.2 Your Pinterest profile is an asset for any brand. Keep creating the amazing content.

Dawn Crawford
53
Pinfluence Score
[FOLLOW ME ON Pinterest](#)

Current Cub (formerly known as Future Cub)
Idea Explosion! **For the <3 of Star Wars**

Quick Stats

Followers	+516	516
Following	+263	263
Pins	+4001	4001
Boards	+40	40
Likes	+4931	4931
Liked	+1790	1790
Repins	+5502	5502

[Share](#) [Tweet](#) [Reddit](#)

[New on Pinpuff?](#)

Influence Ratings

Interesting to track how well
your content is being spread

Rockstar Tip: You want your rating to be 40-70 or 70+



7. Pay Attention to Exits



Overview

Page

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Audubon North Carolina

Export Data



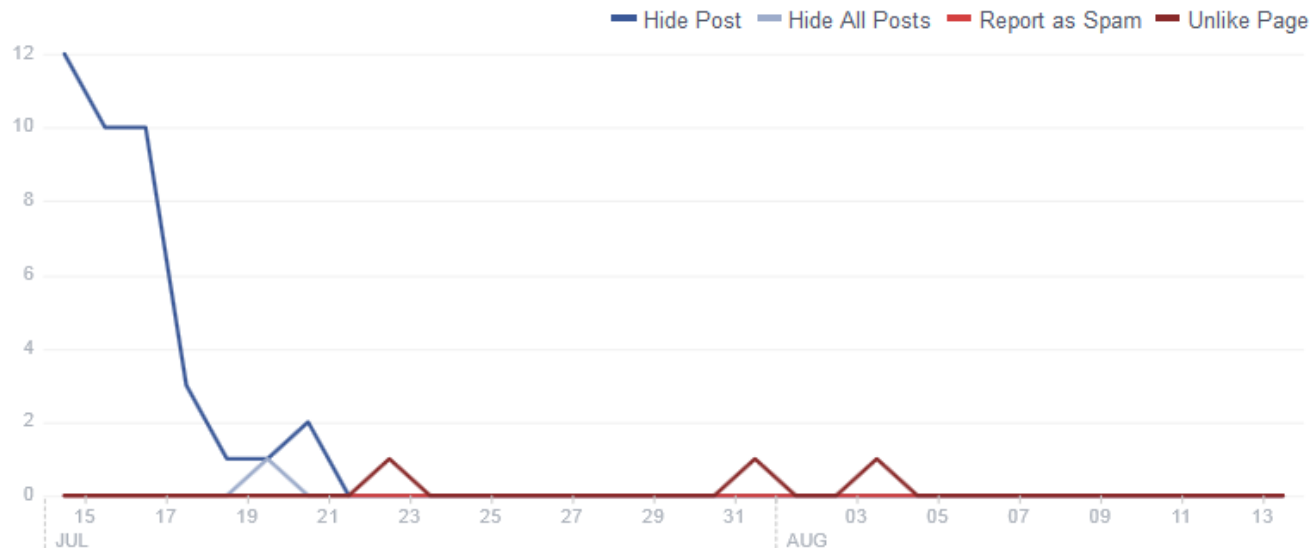
Page Likes

Post Reach

Page Visits

Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



BENCHMARK

Compare your average performance over time.

Hide Post

Hide All Posts

Report as Spam

Unlike Page

Track what is killing your fan base

Rockstar Tip: Watch your Hide Post rate!!!

facebook



Last 7 days ⓘ

ROLLING MONTH DETAILS

NEW FOLLOWERS

3



LOST FOLLOWERS

1



FOLLOWERS GROWTH

+2

 Tweet this

Weekly Snapshots of Followers

Instagram



A large flock of birds, possibly seagulls, is shown in silhouette, flying across a bright yellow sky. A large, glowing sun is visible in the lower right corner, partially obscured by the birds. The overall scene is dynamic and energetic.

6. Keep Tabs on Traffic

Overview

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Export Data



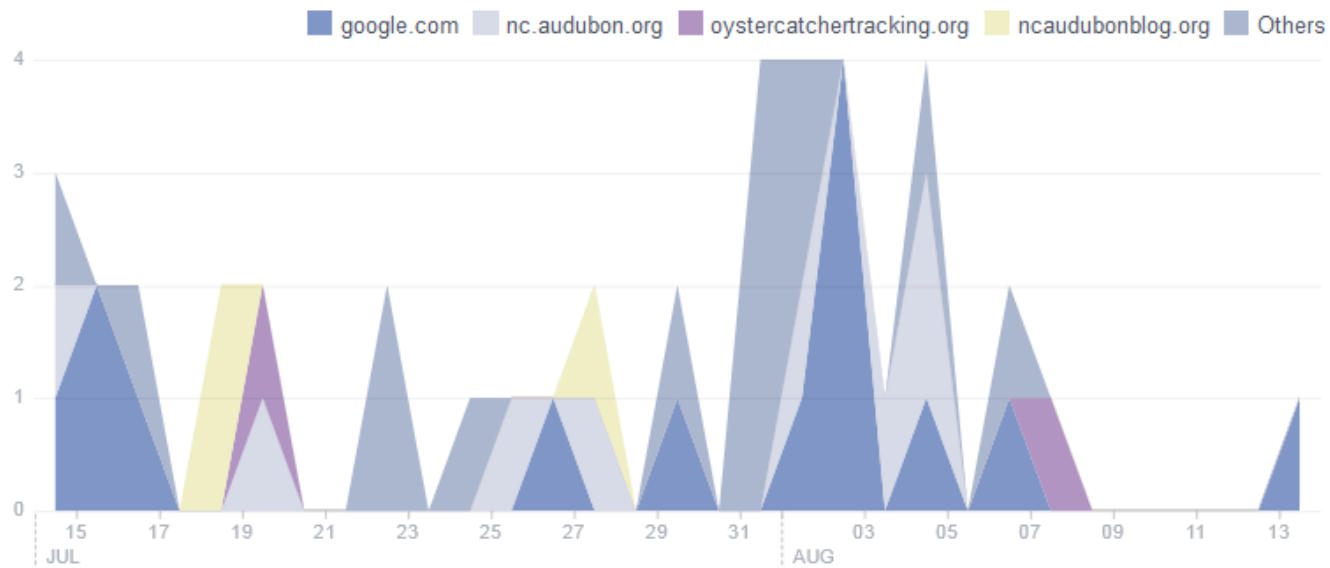
Page Likes

Post Reach

Page Visits

External Referrers

The number of times people came to your Page from a website off of Facebook.



BENCHMARK

Compare your average performance over time.

google.com

nc.audubon.org

oystercatchertracki...

ncaudubonblog.org

Others

Track referring traffic over time

facebook





5. Know Your Perfect Time

[Overview](#)[Page](#)[Posts](#)[People](#)[Audubon North Carolina](#)[Export Data](#)[All Posts](#)[When Your Fans Are Online](#)[Best Post Types](#)

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

When Your Fans Are Online

Knowing when the people who like your Page are on Facebook can help you share posts when they'll be seen.

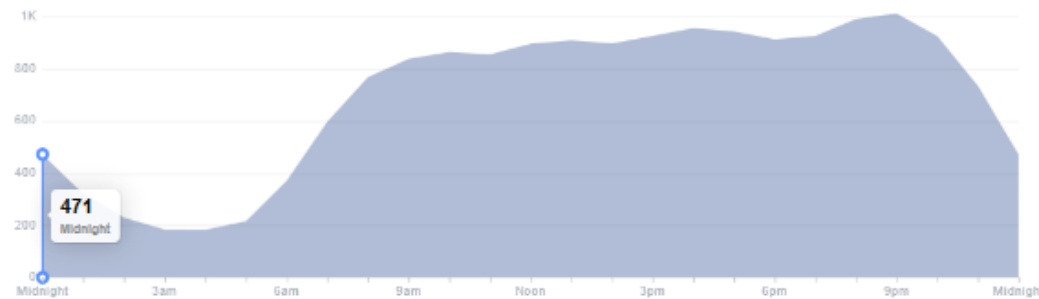
Days

The average number of your fans who saw any posts on Facebook by day of the week.



Times

The average number of your fans who saw any posts on Facebook in an hour.

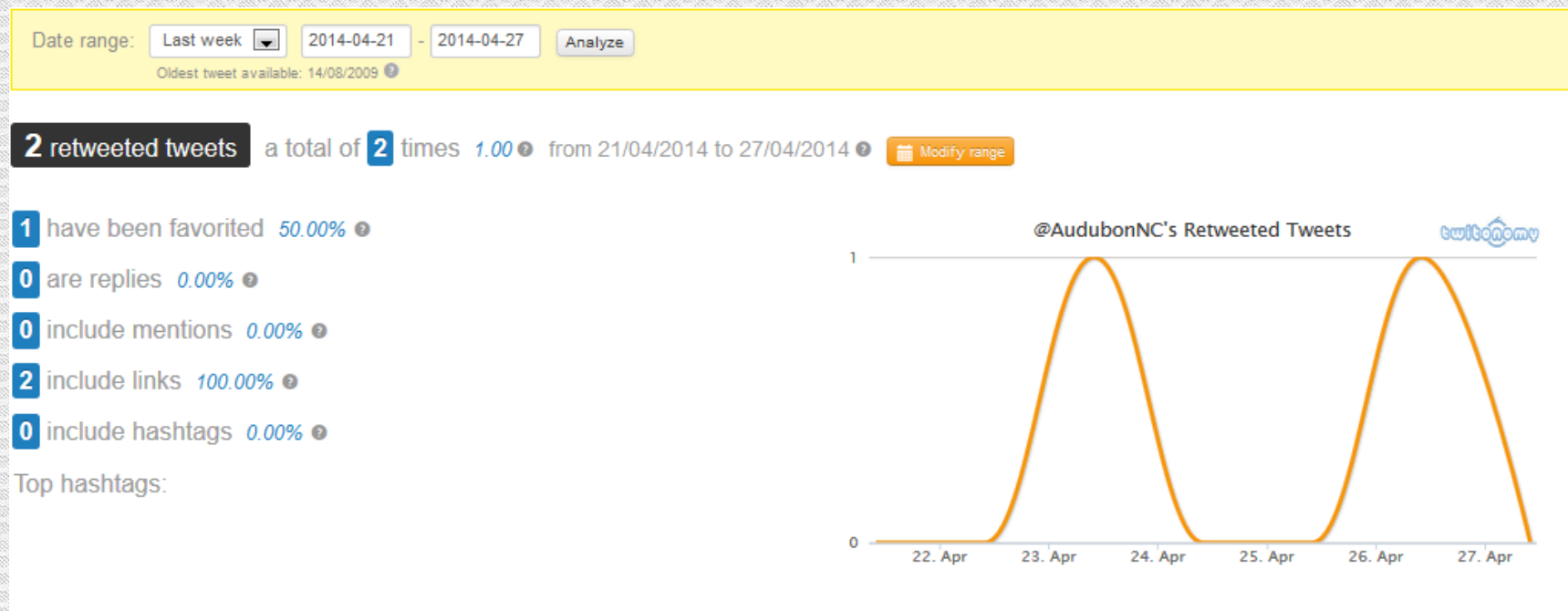


NEW & COOL – Find the best times to post per day!

Rockstar Tip: Click on the days to find different patterns

facebook



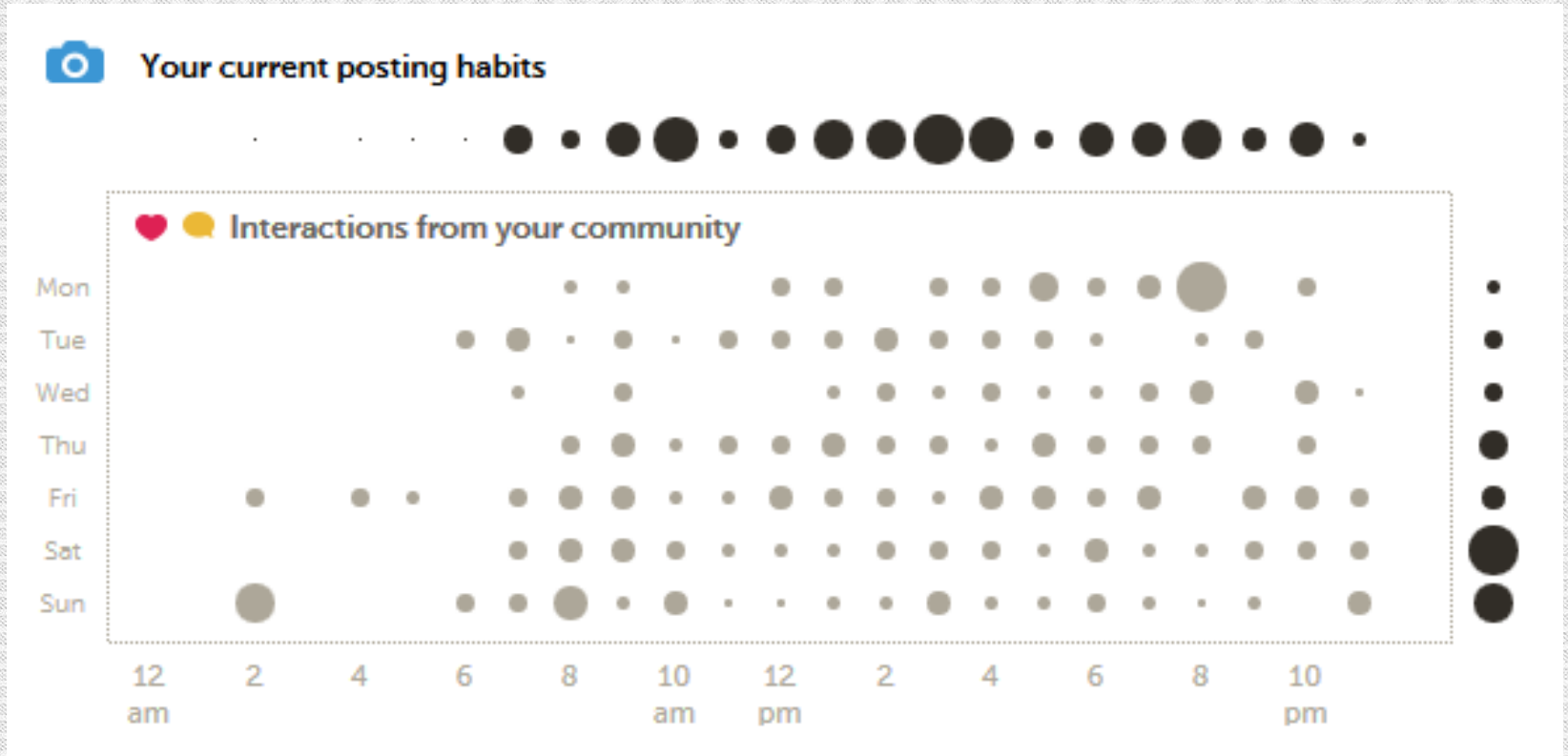


Twitonomy – Analyze Retweets

Find the retweet days for your account

twitter





Best Times to Post

Compares Likes and Comments month by month

Instagram

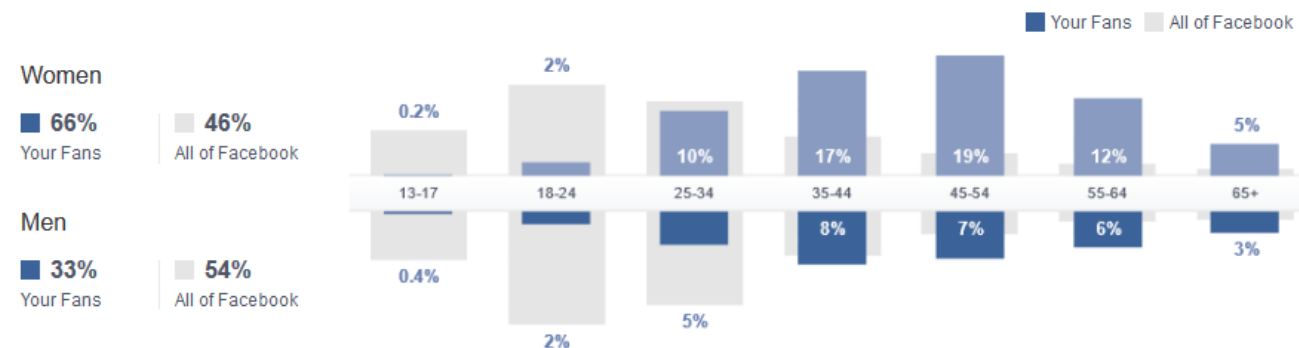


4. Meet Your Super Fans



Age & Gender

Compare demographics of people who like your Page with the demographics of Facebook's total population.



Geography & Language

The estimated location of people who like your Page and their default language setting.

Country	Number of Fans	City	Number of Fans	Language	Number of Fans
United States of America	2,401	Raleigh, NC	184	English (US)	2,393
Canada	17	Wilmington, NC	167	English (UK)	91

Who are your fans – gender, age and location – total population

Rockstar Tip: Target messages to brackets

facebook



 Your Fans

 People Reached

 **People Engaged**

Age & Gender

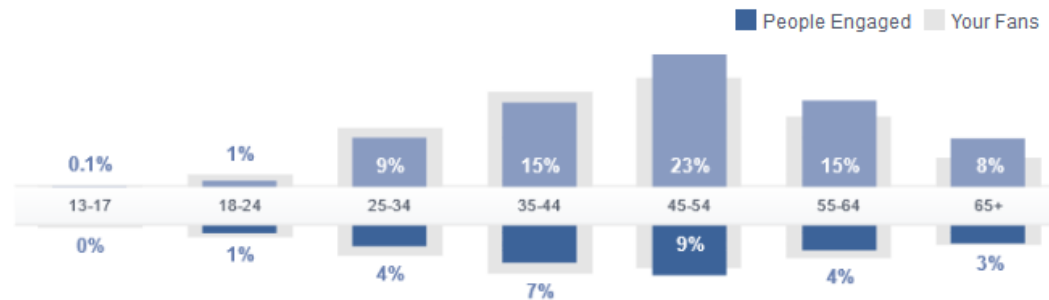
Compare demographics of people who engaged with your posts with the demographics of all of your fans.

Women

71% **66%**
People Engaged Your Fans

Men

28% **33%**
People Engaged Your Fans



Geography & Language

The estimated location of people who engaged with your posts and their default language setting.

Country	People Engaged	City	People Engaged	Language	People Engaged
United States of America	797	Wilmington, NC	67	English (US)	773
Canada	6	Raleigh, NC	47	English (UK)	24

Superfans – people who engaged with your content in the past **28 days**

facebook

Rockstar Tip: Cater to these brackets



Most active users

		tweets	following	followers	listed	
	@NickDiCo Nick DiColandrea	10,204	972	1,355	83	21 mentions
	@taralconnolly Tara Connolly	4,096	945	964	67	16 mentions
	@KristinLubben Kristin Lubben	11,788	824	978	49	16 mentions
	@SocMediaRckStr Dawn A Crawford	12,524	2,068	2,687	232	12 mentions
	@kthrog Kaitlin Throgmorton	1,569	295	232	9	11 mentions
	@ellenlynch ellenlynch	23,802	1,741	1,389	149	9 mentions
	@BoraZ Bora Zivkovic	126,140	9,990	22,786	2,185	9 mentions
	@MeIMcKee Melinda McKee	1,078	480	456	33	9 mentions
	@YNPNCleveland YNPN Cleveland	2,362	504	1,094	66	8 mentions

Twitonomy – Most Active Users

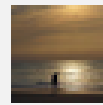
Identify Super Fans

Rockstar Tip: Get these people
to an offline event

twitter



YOUR 10 MOST ENGAGED FOLLOWERS



muddlemaker

94 ❤️



ekbdvm

70 ❤️



dreabraddock

63 ❤️



june_stardust

57 ❤️



ljfullofgrace

56 ❤️



Most Engaged Followers

Who has liked your content the most

Rockstar Tip: Befriend these people IRL

Instagram





3. Nerd Out & Experiment

A chalkboard with several pieces of colorful chalk (yellow, purple, pink, orange) scattered around. The board has some orange chalk scribbles, including a large 'X' and some curved lines. The text '2. Learn From Others' is written in white, with the number '2' in pink.

2. Learn From Others

A young child with light brown hair and a joyful expression is waving their right hand. They are wearing a grey and black patterned jacket with a dark hood and blue pants. In their left hand, they hold a white plastic bag with some red text printed on it. The child is standing on a dark asphalt surface, and a circular manhole cover is visible in the background to the left.

1. Say Bye-Bye

<http://www.flickr.com/photos/seandreilinger/2339868030/sizes/o/>

A close-up photograph of two hands, one from the left and one from the right, reaching towards each other to form a heart shape with their fingers. The hands are silhouetted against a bright, cloudy sky, likely during sunrise or sunset. The lighting is warm and golden. The hand on the left has a black wristband. The text "Passion is Infectious" is overlaid in white, bold, sans-serif font on the right side of the image.

**Passion is
Infectious**

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