Measuring Success on Facebook, Twitter & LinkedIn

Class 3: New York University
Social Media Analytics I

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Steps for Measurement on Any Social Channel

Identify the Audience

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Types of Content Shared

Photos

Video

Text

GIFs

Audio

Links

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Understand Your Goals

Channel Specific Metrics

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Tools for Channel Measurement

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Cross Channel Measurement

Simply Measured

FB, Twitter, LinkedIn & Instagram
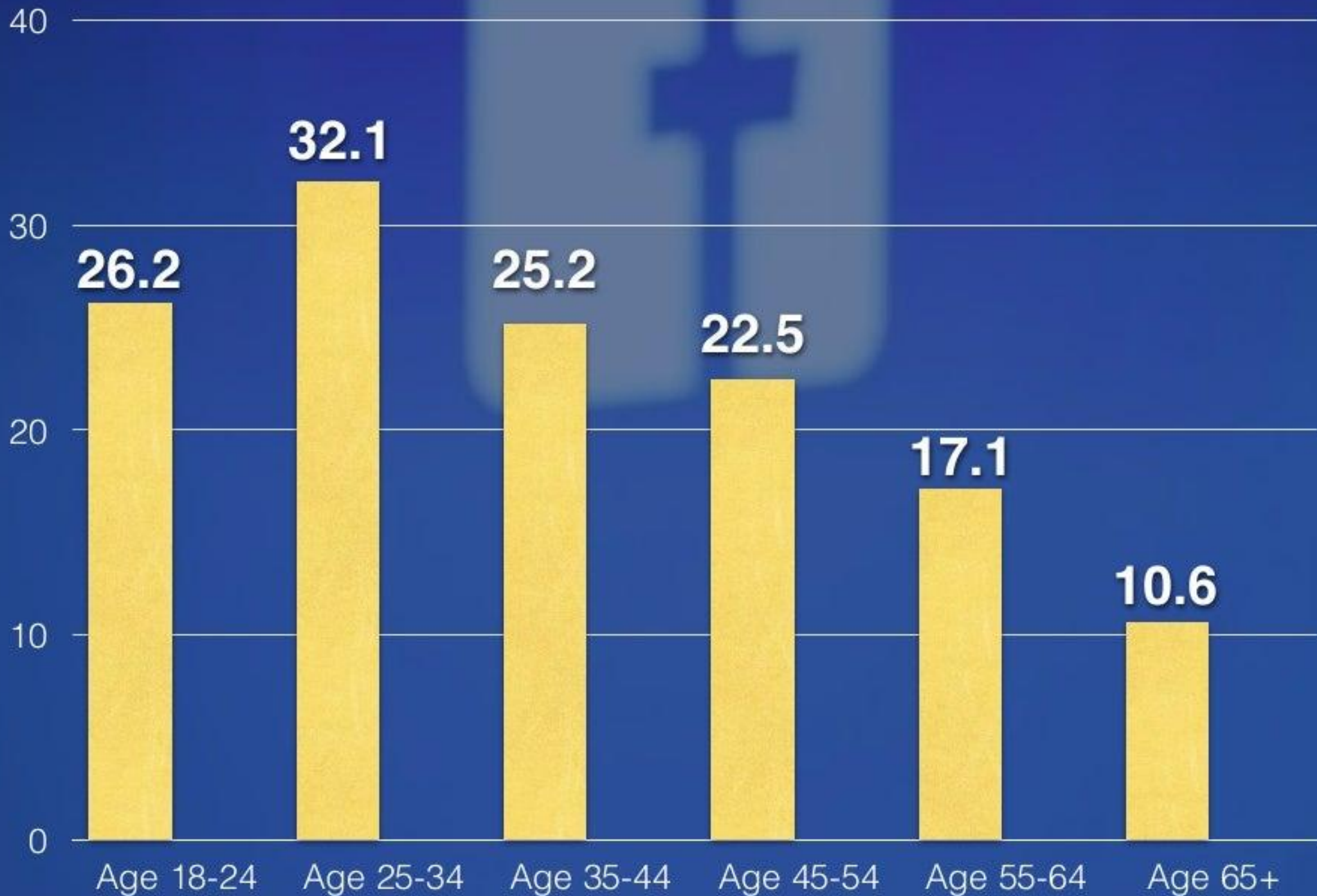
Brandwatch

FB & Twitter

Cross Channel Measurement

Google Analytics

Any Social Channel That Drives Traffic

Sprout Social & Socialbakers

FB, Twitter, LinkedIn & Instagram

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Facebook's Audience

Source: eMarketer

Facebook Content Types

Social Litmus Test: Does Your Goal Work Here?

Facebook Metrics

Pages Likes	Post Reach	Engagement: Reactions, Shares, Comments
Post Clicks	Hide, Report as Spam, Unlikes	Post Types
Video Views	30-Second Views++	FB Referral Traffic

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FB Measurement Tools

- Facebook Insights
- Sumall
- Agora Pulse

Twitter users

Among online adults, the % who use Twitter

	2013	2014
All internet users	*18%*	*23%**
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than $30,000/yr	17	20
$30,000-$49,999	18	21
$50,000-$74,999	15	27*
$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 – September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

PEW RESEARCH CENTER

Twitter's Audience

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Twitter Content Types

Social Litmus Test: Does Your Goal Work Here?

Twitter Metrics

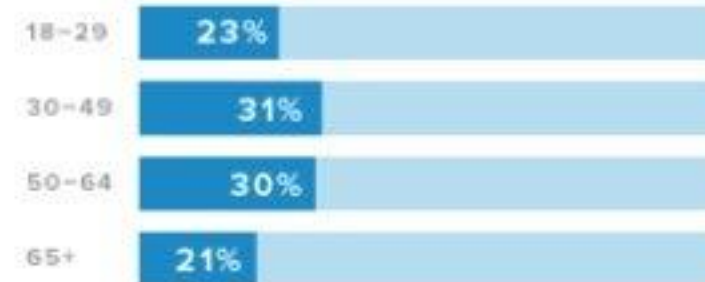| Followers	Tweet Reach	Engagement: Mentions, Retweets, Likes
Tweet Clicks	Engagement Rate	Top Tweet, Top Mention, Top Follower, Top Media Tweet
Video Views	Completion Rate	Twitter Referral Traffic

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Twitter Measurement Tools

- Twitter Analytics
- Followerwonk
- Buffer
- TweetReach

LinkedIn Usage Among Key Demographics

GENDER

28% MEN
27% WOMEN

AGE

18-29	23%
30-49	31%
50-64	30%
65+	21%

LOCATION

32% URBAN
29% SUBURBAN
14% RURAL

INCOME

44% > $75K
31% $50K-$75K
21% $30K-$49K
15% < $30K

EDUCATION

50% COLLEGE GRADUATE
22% SOME COLLEGE
12% HIGH SCHOOL OR LESS

sproutsocial

http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf
https://press.linkedin.com/about-linkedin

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