

Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

Performance & Final Submission Phase

Model Performance Metrics:

- Comments (on the post): the number of users who have commented on a post or ad.
- Retweets: how many times a company's [tweet](#) is retweeted.
- Impressions: the number of people who have seen a piece of social media content (e.g., a post).
- Account (@) mentions: the number of organic (unpaid) mentions (an indicator of good brand awareness).

Metrics:

- Post impressions: the number of times a post shows up in someone's timeline.
- Post reach: the potential unique viewers of a single post.
- Post engagement rate: the number of post engagements divided by impressions or reach.
- Audience growth rate: the speed at which the number of [brand](#) followers grows.
- Share of voice: the volume of online discussion occurring around a certain keyword and brand.

Benefits of Social Media Metrics:

- Metrics provide a way to assess how close (or how far) the company is from achieving its social media goals.
- Regardless of which metric marketers measure and track, gathering data from metrics lets them document whether the time and effort spent on social media marketing is well spent.
- They can show these metrics to senior leadership or other decision-makers to [prove](#) a campaign is working.

Compared to 2022, how much are you weighing the following metrics in 2023*?

Follower growth and audience size

63%

Customer satisfaction and feedback collected through social media

62%

Impressions, awareness and reach of social media content

62%

Customer retention and loyalty through social media engagement

61%

Social media referral traffic and website visits

54%

Brand sentiment analysis and social media mentions

52%

Conversion rates for social media campaigns and ads

51%

Engagement metrics such as likes, comments, and shares

51%

Click-through rates (CTR) on social media posts and ads

51%

Cost per click (CPC) or cost per impression (CPM) for social media advertising

44%

Project Documentation:

- Social media is becoming a 'normal' part of student life, as well as academic practice,¹
- and increasingly it is also being used in teaching.²
- We wish to investigate if social media can enhance student learning experiences, as
- well as their sense of 'belonging' to the academic community within and beyond our
- subject area.
- Politics & IR has a large student cohort at both UG and PG levels, and a particular
- problem with student satisfaction (as measured by the NSS). Social media is therefore
- important as a potential way of building community among our diverse student body, and also a way of adding value to our academic offerings.

	Response to Q3			Total
	Useful	Neither	Not useful	
Twitter	33.3%	20.8%	45.8%	100.0%
Facebook	59.1%	36.4%	4.5%	100.0%
Total	45.7%	28.3%	26.1%	100.0%

Project Demonstration:

- Set clear social media goals with ClickUp Goals.
- Plan your campaigns and create a social media calendar.
- Create your content.
- Establish a clear feedback loop and approval processes.
- Schedule your content across platforms.
- Monitor results and revise the plan as needed.

