

# Columbia Missourian Editorial Analytics

Date range: 9/2/17 to 9/8/17

Compiled by Taylor Blatchford and Jack Harvel

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## Takeaways —

- There's a large potential audience for MU-related stories, but it may help if they're more narrowly focused than a broad overview of a situation, like the interview with Chancellor Cartwright. We also shouldn't take that audience for granted and should still think about targeted sharing to people or groups who have a vested interest in the university.
  - Our most popular Facebook post and tweet were the same story, which was about health insurers leaving the state. I think this shows people have a real interest in local health care laws, and since only Missouri media will cover it it makes it that much more shareable.
  - There was also an update on the insurance story that added new information. That's an opportunity to re-promote a story.
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## ColumbiaMissourian.com

**98,255**

total unique pageviews

**46,332**

total users

**13,601**

total local users

*Source: Google Analytics*

## Best performing story

Headline: [Enrollment the prize for MU, Missouri State](#)

Author: Edward McKinley Published: Sept. 3

Pageviews: 2,235 Visitors: 1,927 Engaged Minutes/Visitor: 1:15

Source: Parse.ly

This story was the most successful of the week in terms of both pageviews and visitors. Visitors spent an average of more than a minute on it, and the graphics integrated into the story may have helped in keeping people's attention. People came to the story from an even mixture of social media, search engines and internal website refers.

The story did really well on Sunday when it was first published, likely because it tied into the previous day's MU-Missouri State football game ([our tweet](#) also reflected that connection and did really well). We could have brought readers back to that story throughout the week with some new shares, maybe pulling out interesting tidbits from the story rather than relating it to the football game.

Thoughts/suggestions for the newsroom: It would be a bit unorthodox, but if we have ideas for them, writing more stories with a news peg related to sports could be an interesting way to improve traffic. This story was interesting and related to the enrollment decline, which people are concerned about, so it probably would have done well regardless, but the rivalry angle with the football game undoubtedly helped.

## A story that could have performed better

Headline: [Chancellor: MU, as AAU, land-grant university, can become trailblazer](#)

Author: Edward McKinley Published: Sept. 6

Pageviews: 493 Visitors: 422 Engaged Minutes/Visitor: 1:35

Source: Parse.ly

On a different higher ed note, the story from Chancellor Cartwright's first big interview didn't do so well. A huge majority of the views came from our website (67%), with few coming from social or search. We shared the story on both Facebook and Twitter and the posts only brought 44 pageviews to the story. Even though it was a somewhat dense text story with no subheads, photos or graphics, the engaged time was still good, over a minute and a half per visitor.

Thoughts/suggestions for the newsroom: We have a large MU-interested audience — could we have tried some targeted sharing to specific people or groups who we know would want to read about the new chancellor? It also may have helped to give the story a more specific, clear focus, rather than recapping all the main points of the interview.

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## Social media

**31,356**

Facebook users reached

**164.8K**

Tweet impressions

Top tweet: <https://twitter.com/CoMissourian/status/904690511411326976>

This was our most popular tweet of the week with over 3,100 impressions and a 4.6% engagement rate. It was locally relevant, had engagement and provoked a “community conversation” between the Missourian and a Columbia based newsletter @KeepingUpCoMo. It was also our most popular Facebook post, so it was clearly a story people wanted to hear.

Top Facebook Post:

<https://www.facebook.com/ColumbiaMissourian/posts/10156575607114625>

Our most popular Facebook post had a reach of over 15,000 people. Changes to health care providers can potentially affect a lot of people, giving this story a broad audience.

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## Video

**57**

Facebook views

**191**

Vimeo views

**3,053**

YouTube views

Top video: [Boone County sheriff posts dash cam footage of contested traffic stop](#) got nearly 2,000 views. It's a raw video and has been one of our most consistently popular videos.

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Questions or suggestions for analytics? Send a note to [dulinm@missouri.edu](mailto:dulinm@missouri.edu).