

# Columbia Missourian Editorial Analytics

Date range: 11/11/17 to 11/17/17

Compiled by Taylor Blatchford and Jennifer Prohov

## Takeaways —

- Our audience will read about an area outside our typical range of coverage (i.e. Centralia) if something newsworthy happens; we shouldn't discount those areas just because they're not in our central focus of Columbia.
- If a story is continuing to attract views long after it's published, it's worth putting a link to more recent coverage at the top of the story to make sure people can read the latest updates.
- We should remember to continue to share basketball content on the CoMissourian account as well as the Comosports Twitter because CoMissourian followers really like that content as well.
- We should work on promoting Vimeo videos more often because they have large engagement times (people will readily watch the whole thing or most of it) but the number of views could use some love.

## ColumbiaMissourian.com

**263,394**

total unique pageviews

**65,321**

total users

**17,629**

total local users

Source: Google Analytics (includes AMP traffic)

### Best-performing story of the week

**Headline:** [Facebook founder Mark Zuckerberg meets with two Centralia farmers](#)

**Author:** Alexa Hodges **Published:** Nov. 13

**Pageviews:** 6,330 **Visitors:** 5,879

**Engaged Minutes/Visitor:** 0.8

Source: Parse.ly

This story did consistently well throughout the week, without much of a dropoff after the day it was published. About 70% of the story's traffic came from social, with a huge majority of that coming from Facebook. (Interesting — how does Facebook's algorithm treat stories about Facebook/Mark Zuckerberg?) We tweeted it twice and shared it on Facebook once, and they all did pretty well — the Facebook post reached 9,500 people. I'm not sure if we did any targeted sharing, but we definitely could have sent it directly to the egg company he visited and to the city of Centralia.

**Thoughts/suggestions for the newsroom:** Even though Centralia is a bit outside our typical coverage area, people were still very interested in the story. Zuckerberg is a polarizing figure, and that probably drew some love- and hate-reading of the story. If he makes major news in the future, we should remember to reshare this story; it'd make a nice throwback Thursday post at some point, too.

A story that's done consistently well since publication

**Headline:** [Missouri needs Real ID extension for air travel in 2018](#)

**Author:** Kathryn Hardison **Published:** Aug. 31

**Since publication — Pageviews:** 8,690 **Visitors:** 7,594 **Engaged Minutes/Visitor:** 0:43

**In past week — Pageviews:** 1,489 **Visitors:** 1,303 **Engaged Minutes/Visitor:** 0:36

Source: Parse.ly

This story has continued to attract steady traffic since it was published nearly three months ago, and a huge majority of it is coming from search engines. When I searched “real ID Missouri” on Google, this story was the first link to pop up; 90 percent of the story’s pageviews this past week came from search. It has a pretty high bounce rate — less than 1 percent of readers went to another Missourian story after reading this one. This is a topic that people clearly care a lot about, though, so we should make sure to continue providing consistent coverage of updates.

**Thoughts/suggestions for the newsroom:** I really like that we put the update with a newer story link at the top of the story, so then if people see this story, they can also read about what’s happened since then. This is something we could try to do for more topics we report on continually, especially if a story is attracting long-term traffic like this one.

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## Social media

**25,472**

Facebook users reached

**135.6K**

Tweet impressions

**Tweet Trio:** <https://twitter.com/CoMissourian/status/931240457274888192>,  
<https://twitter.com/CoMissourian/status/931199482108182528> and  
<https://twitter.com/CoMissourian/status/930952330127773696>

These three tweets were some of the most successful of the week; the first two had the highest engagement rate and the last the largest number of impressions. They contributed a lot of clicks for those stories, over 150 total, which is a large number for Twitter. What ties them together? They were all about what to expect from MU’s basketball team, so we should remember to continue to share that content on the CoMissourian account as well as the Comosports Twitter.

**Facebook post of note:**

<https://www.facebook.com/ColumbiaMissourian/posts/10156767791684625>

This post really demonstrates how the number of times a story is shared can affect how many people it reaches and the number of reactions it has. The story was shared 21 times from our post, which had only received 5 reactions, but the shares generated an additional 61 reactions.

**Also of note:** The Zuckerberg in Centralia story performed the best on Facebook, reaching 9,600 people with 1,200 engagements. Our post was shared 30 times and it had 747 link clicks, so it was very impressive. However, since Taylor already discussed the piece and its Facebook relevance in the website section, I decided to focus on another post here.

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## Video

**2,057**

Facebook views

**324**

Vimeo views

**2,406**

YouTube views

**Top Facebook video:** [Chancellor Cartwright's 100 day address Live Stream](#) (1,100 views, 652 minutes, Facebook)

The major address was a great use for Facebook Live. The video average watch time was 18 seconds, which means people actually stayed with the content and didn't just skip past it in their newsfeed. It reached 3,269 people, with the top audience being women (64% of viewers) ages 25-34 in Missouri. This video made up over half of total Facebook video views for the week and two-thirds of minutes viewed.

**Vimeo Insights:** Desktop plays were by far the most, with 155 plays and 141 plays on a phone. There only 28 plays on tablets and 0 plays on TV via connected apps. 154 plays were in Missouri, and 153 plays came directly from the Missourian's website. There were exactly 100 video finishes and a total watch time of six hours and 50 minutes, with the average time per view at one minute and 16 seconds. I think the average time per view shows us that when someone engages with a Vimeo video via the website or another platform, they are more in it for the long haul than perhaps a video they see on Facebook. One minute and 16 seconds is pretty long for the average user, so these videos are definitely worth producing but we could probably do a much better job of promoting them more frequently to have views more similar to those on Facebook on Youtube.

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