Social Analytics
Why make time for measurement?

- Replicate successes, discover opportunities
- Uncovers who your followers are, so you can offer content right for them
- Allows you to set goals, show improvement and make case for resources
Broad best practices

- Engagement numbers matter more than follower count
- Understand who your followers are; their needs come first
- Establish goals (e.g. community building vs. awareness)
- Evaluate quarterly and YOY
- Real-life interactions also matter
Remember algorithms

- Unlike old days, algorithms make user’s experience custom
- High quality content can be seen at any time by anyone
- This means content, and community development, matters above all else
3 things to know
3 things to know: Facebook

1. **Who are your followers**

2. **Reach**

3. **Engagement** (look for patterns)
   ○ To calculate: Engagement (Likes, Comments, Shares)/Reach
3 things to know: Facebook

1. **Who are followers**

2. **Reach**: 2,336,279 people saw our content
   ○ This means our reach is much broader than our 37K fans

3. **Engagement rate**: 11% (above average for all brands: 6.37%)
P.S. on Facebook

Speaking of algorithms:

*Brands are discovering that the more you go live, the more your non-live content gets preference*
3 things to know: Instagram

1. **Who are your followers**

2. **Engagement rate**
   - To calculate by post or by week: Engagement/Reach
   - We use Iconosquare to calculate over longer time spans

3. **Hashtag use**
3 things to know: Instagram

1. **Who are followers**

2. **Engagement rate: 8.15%**
   - Average for all brands: 3-6%

3. **Hashtag use: 200+ to #instauvm in Q4**
3 things to know: Twitter

1. **Who are your followers**
2. **Engagement rate**
3. **Impressions** (total, not unique, views)
3 things to know: Twitter

1. Who are followers
2. Engagement rate: 1.4%
3. Impressions: 9.7K/day
Twitter

Speaking of algorithms:
Now, people can see your tweets from days ago, preference given to accts you engage with
Mix up text, URLs and images - evergreen content is flagged
3 things to know: Snapchat

1. **Viewer retention**
   - To calculate: Views on last snap / Views on first snap
   - Also gives you idea of follower count

2. **Engagements** (responses to questions, call for snaps)

3. **Screengrabs**
3 things to know: Snapchat

1. Viewer retention: avg. between 75% and 90%

2. Engagements: March Madness, UVMsaidYES, Natalie DiBlasio takeover got about a dozen responses each

3. Screengrabs: 5 is about average per story
Commencement
Commencement

New this year:

- Snapchat geofilter

- Ideas on ways to pre-populate social content from grads?
  - Share your favorite UVM memories
  - Post what you’ll miss most
  - Say thank you to someone who’s helped you get here
Thank you
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