

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

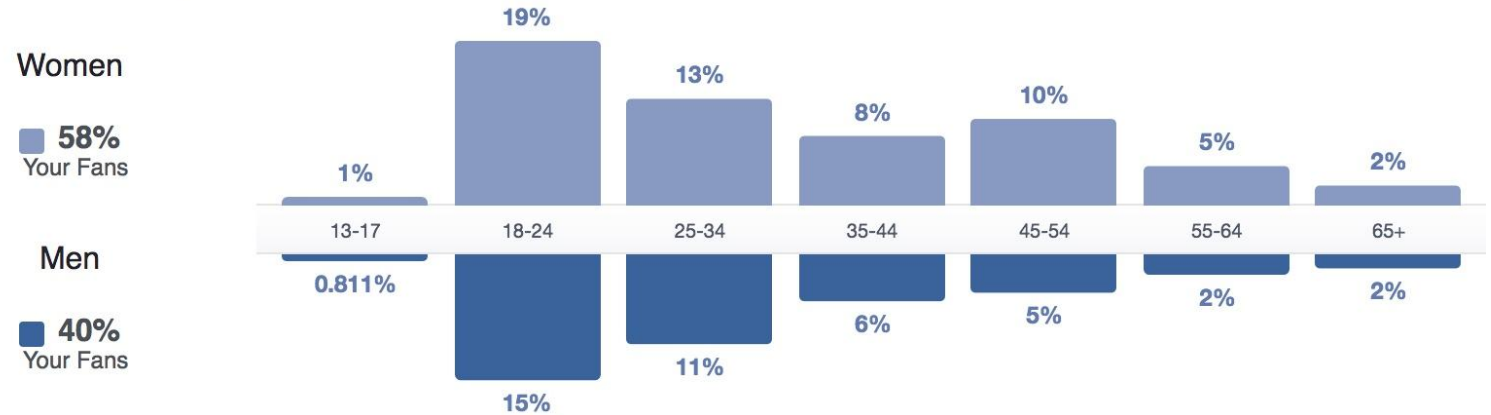
3 things to know

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:

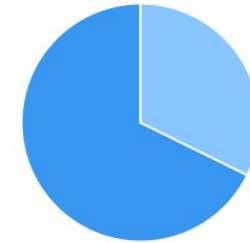
Brands are discovering that the more you go live, the more your non-live content gets preference

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



68%
Women

32%
Men

AGE RANGE

All

Men

Women

13-17

18-24

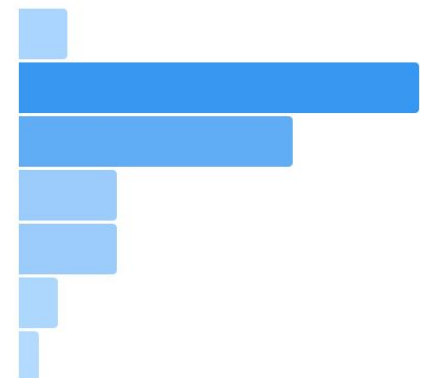
25-34

35-44

45-54

55-64

65+



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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