

# Measuring Success on Facebook, Twitter & LinkedIn

Class 3: New York University  
Social Media Analytics I





# Steps for Measurement on Any Social Channel

# Identify the Audience



# Types of Content Shared



Photos



Video



Text



GIFs



Audio



Links



# Understand Your Goals



@BrianHonigman

# Channel Specific Metrics



# Tools for Channel Measurement





# Cross Channel Measurement

## Simply Measured

FB, Twitter,  
LinkedIn &  
Instagram

## Brandwatch

FB & Twitter



# Cross Channel Measurement

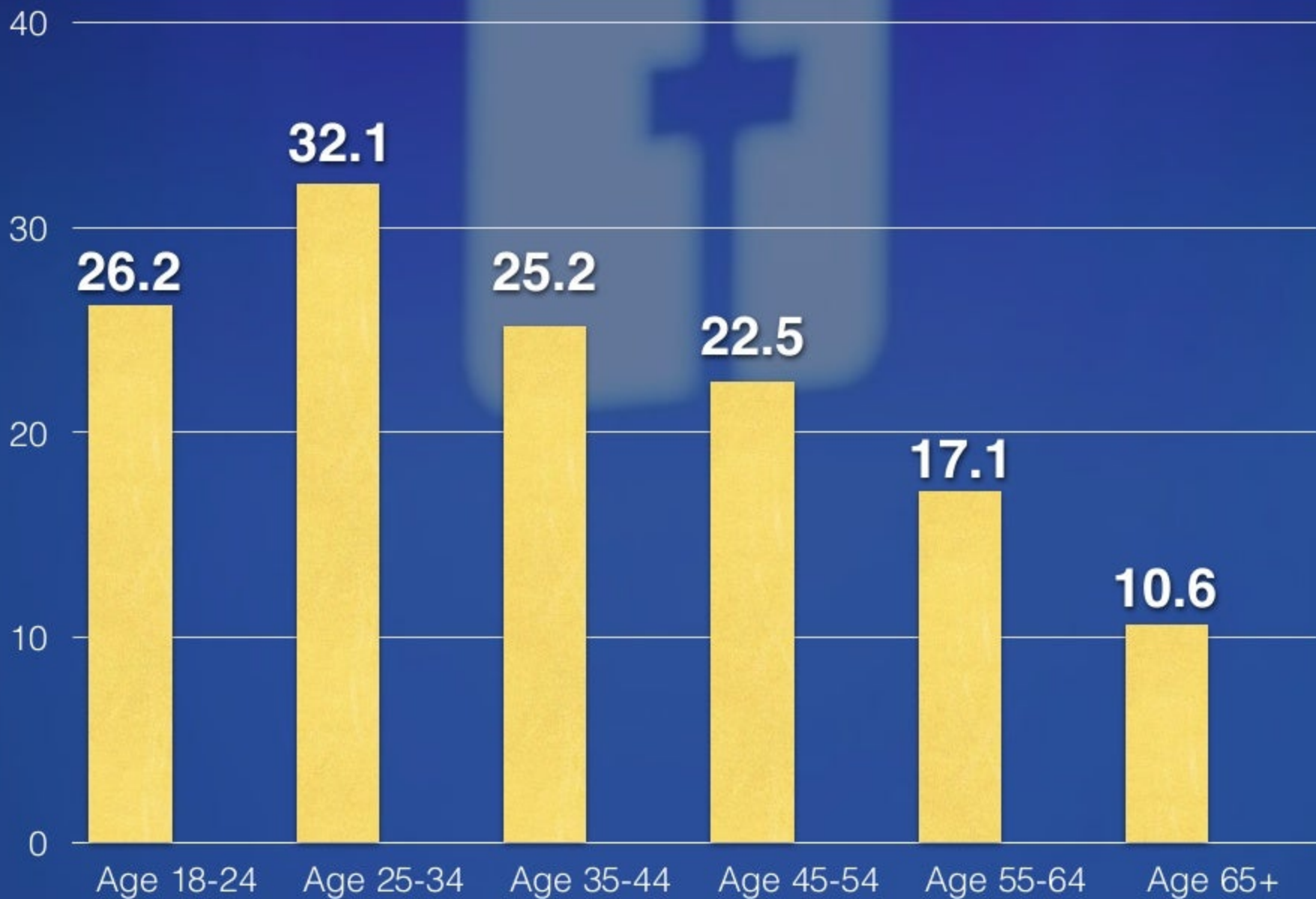
## Google Analytics

Any Social  
Channel That  
Drives Traffic

## Sprout Social & Socialbakers

FB, Twitter,  
LinkedIn &  
Instagram

# Facebook's Audience




Source: eMarketer

# Facebook Content Types

**Red Bull**  
9 hrs · 🌐

Kā ir būt skeiterim ar obsesīvi-kompulsīvie traucējumiem? Adriana Bularda stāsts <http://win.gs/22jKGAW>

See Translation



Like Comment Share Buffer

11 Top Comments

2 shares

**National Geographic Magazine**  
21 hrs · 🌐

From the bold Malayan tiger to the prickly Brazilian porcupine, find out which Photo Ark cover animal matches your personality. #PhotoArk



**What Animal Is Most Like You?**  
Is your vibe more hippo or koala?  
[NEWS.NATIONALGEOGRAPHIC.COM](http://news.nationalgeographic.com)

Like Comment Share Buffer

3.1K Top Comments

250 shares 72 comments

**Disneyland**  
June 15 at 8:00am · 🌐

They say a dad is a daughter's first love. We couldn't agree more! Share this video with the Disney Dad in your life to remind him that he holds your heart forever! #HappyFathersDay



50,298 Views  
Like · Comment · Share

4,257 people like this. Most Relevant

1,311 shares



# Social Litmus Test: Does Your Goal Work Here?





# Facebook Metrics

<b>Pages Likes</b>	<b>Post Reach</b>	<b>Engagement: Reactions, Shares, Comments</b>
<b>Post Clicks</b>	<b>Hide, Report as Spam, Unlikes</b>	<b>Post Types</b>
<b>Video Views</b>	<b>30-Second Views++</b>	<b>FB Referral Traffic</b>

# FB Measurement Tools

- Facebook Insights
- Sumall
- Agora Pulse

## Twitter users

*Among online adults, the % who use Twitter*

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (\*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

PEW RESEARCH CENTER

# Twitter's Audience

# Twitter Content Types



**Target** @Target · Mar 9

Home is where the WiFi connects automatically. 🏠 📶 #WednesdayWisdom

**Maddie Irish** @maddie\_irish

you could be anywhere in the country and always feel like you're at home in @Target 📶

Retweet 53 Like 185



# Social Litmus Test: Does Your Goal Work Here?



# Twitter Metrics

<b>Followers</b>	<b>Tweet Reach</b>	<b>Engagement: Mentions, Retweets, Likes</b>
<b>Tweet Clicks</b>	<b>Engagement Rate</b>	<b>Top Tweet, Top Mention, Top Follower, Top Media Tweet</b>
<b>Video Views</b>	<b>Completion Rate</b>	<b>Twitter Referral Traffic</b>

# Twitter Measurement Tools

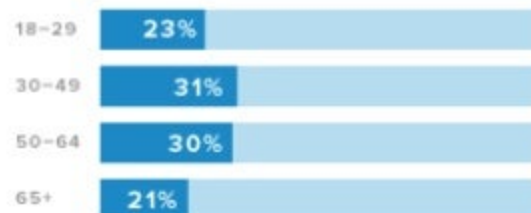
- Twitter Analytics
- Followerwonk
- Buffer
- TweetReach

## LinkedIn Usage Among Key Demographics

### GENDER



### AGE



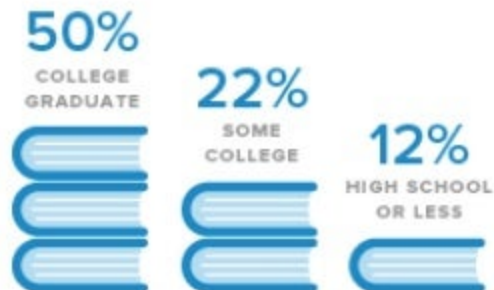
### LOCATION



### INCOME



### EDUCATION





# LinkedIn Content Types

**OpenX** shared:  
Sponsored Follow


Is your current ad server making the best decisions? <https://lnkd.in/eH6bJvd>



Like • Comment • Share • 2

**Dave Kerpen**  
Founder & CEO, Likeable Local, NY Times Best-Selling Author & Speaker 4h

"The world of communication is rapidly shifting. To keep up, you could spend thousands of hours trying to figure out how to win fans and customers using the latest social networks (by the way, they may change next week), or you could buy... show more



**The Art of People: 11 Simple People Skills That Will Get You Everything You Want**  
amazon.com • The Art of People: 11 Simple People Skills That Will Get You Everything You Want [Dave Kerpen] on Am...

Like • Comment • Share • 5 1

**Shannon Patterson** I just pre-ordered my copy of this from the UK after reading an excerpt and finding myself intrigued. Looking forward to reading it! 3h

Add a comment...

**Pandora** shared:  
Sponsored Follow

Embracing the next phase of personalization with Gatorade's senior director of consumer engagement, Kenny Mitchell – watch the SXSW interview.



**Kenny Mitchell**  
Sr. Director of Consumer Engagement, Gatorade

**Winning the Battle for Attention: Kenny Mitchell - Personalization**  
**YouTube** • Kenny Mitchell, Sr. Director of Consumer Engagement at Gatorade, sat down at SXSW to discuss the role personalization plays in winning the battle for...

Like • Comment • Share • 27 1

# Social Litmus Test: Does Your Goal Work Here?



# LinkedIn Metrics

<b>Followers</b>	<b>Impressions</b>	<b>Interactions: Like, Shares, Comments, Followers Acquired</b>
<b>Update Clicks</b>	<b>LinkedIn Referral Traffic</b>	<b>Post Types</b>
<b>Page Views, Unique Visitors</b>	<b>Engagement Rate</b>	<b>Follower Demographics</b>

# LinkedIn Measurement Tools

Google Analytics

Any Social  
Channel That  
Drives Traffic

Sprout Social,  
Simply Measured &  
Socialbakers

FB, Twitter,  
LinkedIn &  
Instagram



# Questions!?