Social media analytics

A practical guidebook for journalists and other media professionals

DW Akademie

Supported by the

Federal Ministry
for Economic Cooperation
and Development

Imprint

Social media analytics

A practical guidebook for journalists and other
media professionals

Introduction

Having a successful online presence is becoming more and more important for media outlets all around the world. In 2018, 435 million people in Africa had access to the Internet and 191 million of them were using social media.[1] Today, Africa is one of the fastest growing regions for Internet access and social media use.

For journalists, this means new and exciting opportunities to connect with their › **audiences**. Passive readers, viewers and listeners are increasingly becoming active participants in a dialogue that includes journalists and other community members. At the same time, social media is consuming people's attention: Time that used to be spent listening to the radio is now spent scrolling through Facebook, Twitter, Instagram, YouTube and WhatsApp.

So media professionals worldwide are having to invest time and money in online communications. However, not every investment is a good investment. This guide will help you understand which of your online activities are worth your efforts, which can be improved, and which activities may not be worth your time at all. It focuses on › **social media analytics** and does not replace training on social media content creation or social media management. Website analytics is only covered in a cursory fashion in this document as it is a very substantial subject area in itself, which would require just as much space as social media analytics. Trying to cover it as part of this document would not have done the topic justice. Additionally, the focus is on using social media analytics to improve your own activities, rather than for content discovery or identifying trending topics.

After reading this guide, you should have a better understanding of the following areas on social media:

- How many people am I › **reaching** online?
- Who is my online audience?
- What is my online audience interested in?
- When and how can I best reach my online audience?
- What kind of content works best for my online audience (text, photos, video, images etc.)?

and much more.

The guide is split into seven parts.

Part 1, immediately following this introduction, approaches social media analytics from the point of view of media outlets' **most frequent needs**. When you set out to analyze your social media activities, it can be hard to know where to start. The first part of the guide helps you to quickly find the answers you need, without having to go through the whole document.

In part 2, we will look at some of the basics of social media analysis. We'll explore **what different social media metrics mean** and which are the most important.

Part 3 looks briefly at the **resources** you should have in place to effectively analyze your online communication.

Part 4 is the main part of the guide. In this section, we are looking at Facebook, Twitter, YouTube and WhatsApp and will show you **how to use free analytics tools** to find out more about your communication and your audience. Instagram is not covered in this guide because, at the time of writing, only very few DW Akademie partners in Africa were active on the platform.

Part 5 introduces you to **reporting**, i.e. how you can best present your analyses to managers or advertisers.

Part 6 provides guidance for trainers who want to use this guide in **workshops or training**.

Last but not least, part 7 contains a **comprehensive glossary** that explains the most important technical terms related to social media analysis. Whenever you see a term in the text that is preceded by the symbol ›, you can find that term in the glossary.

If you have any feedback on this guide, please let us know! You can reach us at dw-akademie@dw.com.

---

[1] We Are Social: "Global Digital Report 2018," https://digitalreport.wearesocial.com / Retrieved: 14.11.2018

Contents

1   Frequently asked questions

This section helps you navigate the guide based on some of the most common questions you might have, so that you can quickly and easily find the answers you are looking for.

● Facebook	■ Twitter	◆ YouTube
✦ WhatsApp	⬣ Website	

We don't have a lot of money; can we use social media analytics?

Yes! Facebook, Twitter and YouTube provide free analytics tools that anyone can use. In addition, this guide introduces you to free third-party tools that can help you get even more out of the data without having to pay.

↗ **Chapter 3   Organizing social media analytics**

Our office Internet connection is very slow, which is why we have to use our phones to manage our social media channels. Can we analyze social media via our phones?

While you can analyze your social media activities on your mobile phone, it is not recommended. Facebook provides a separate app to manage pages on mobile devices, but it does not contain the same amount of information as the desktop version of Facebook Insights and the structure is slightly different. Twitter does not have a mobile app that lets you access Twitter Analytics and their analytics web platform is not very mobile friendly. YouTube's studio app is best suited for analyzing social media on mobile devices.

↗ **Chapter 4.1   Facebook Insights**
↗ **Chapter 4.2   Twitter Analytics**
↗ **Chapter 4.4   YouTube**

On-air we are targeting people up to the age of 35. How can I find out whom I'm reaching via social media?

To learn more about the demographics of your current social media audience go to:

↗ **Chapter 4.1.3   People** ●
↗ **Chapter 4.1.11 Facebook Audience Insights (advanced topic):** If you have ever ›**paid** for advertising on Facebook
↗ **Chapter 4.2.4   Followerwonk** ■

How can I find out what my audience is interested in?

One of the best ways to find out what your social audience is interested in is to ask them. Posting an open question or a poll on Facebook or Twitter is a great way to find out more about your audience. In addition, Facebook Audience Insights and, to a lesser degree, Twitter Analytics and Followerwonk can help you understand the general interests of your audience. Be aware, though, that these tools can provide very general answers, such as whether more people are interested in football than in hockey, but not what is on the minds of your ›**followers** this week.

↗ **Chapter 4.1.11 Facebook Audience Insights (advanced topic)** ●
↗ **Chapter 4.2.3   Audiences** ■
↗ **Chapter 4.2.4   Followerwonk** ■

How can I find out where my audience lives?

Online, you are often able to reach people who live outside of the reach of your antennas. Here is how you can find out where they live:

↗ **Chapter 4.1.3   People** ●
↗ **Chapter 4.2.4   Followerwonk** ■
↗ **Chapter 4.4.1   Overview — channel** ◆
↗ **Chapter 4.6   Google Analytics (advanced)** ⬣

Note: Location information is often less accurate in low-income countries than in high-income countries. In low-income countries, it is not unusual for some users to be shown as being in the capital, no matter where they really live. This has to do with how Internet ›**traffic** is routed. Information about your ›**fans** and followers in high-income countries, such as the UK or the US, is often more accurate.

What is the best time to post on Facebook, Twitter or WhatsApp?

To find out when you can reach most people on social media, take a look at:

↗ **Chapter 4.1.4   Post engagement** ●
↗ **Chapter 4.2.4   Followerwonk** ■
↗ **Chapter 4.3.1   WhatsAnalyzer** ✦

This can be useful when you want to post a question ahead of an on-air discussion program. For example, by using analytics you might find out that posting the question three hours before the program is better than posting it one hour before the program.

How can I find out when most people from a certain demographic (for example farmers) are online?

Using the platforms' built-in analytics tools, there is currently no way to identify the best time to post to reach specific demographics. The best way to find out when specific groups of people are online, is by talking to them. Next time you go out and talk to your audience, take a few extra minutes, do a short survey, and ask them about when and how they are using social media.

How can I find out what type of content, such as videos, links or photos, works best for my audience?

To find out what type of content works best, take a look at:

↗ **Chapter 4.1.4 Post engagement** ●
↗ **Chapter 4.1.9 Videos** ●
↗ **Chapter 4.2.5 Union Metrics — Twitter Assistant** ■

We are posting images on our social media channels that promote our advertisers. How can I find out how many people have seen those images?

To find out how many people have seen posted images, take a look at:

↗ **Chapter 4.1.4 Post engagement** ●
        for images look at "post details"
↗ **Chapter 4.1.9 Videos** ● for videos
↗ **Chapter 4.2.2 Tweets / Tweet activity** ■

What are the most important metrics to keep an eye on?

Reach and › **engagement** are the most important metrics. Reach tells you how many people have seen your content and engagement shows you how interesting they found your content. Facebook uses your › **engagement** rate to decide whether to show your content prominently or not, so having

a high engagement rate is important for a sustainable social media presence. If you're looking at the details, likes, shares and comments are the kinds of engagement that you want to be looking for.

↗ **Chapter 4.1.4 Post engagement** ●
↗ **Chapter 4.2.2 Tweets / Tweet activity** ■
↗ **Chapter 4.4.2 Overview — video analytics** ◆

How long should my videos be?

Whether your audience likes short clips or long videos depends on their preferences and the type of videos you post. To get a sense of when your audience starts to switch off, take a look at "audience retention:"

↗ **Chapter 4.1.9 Videos** ●
↗ **Chapter 4.4.2 Overview — video analytics** ◆

How can I find out how many people clicked on my links in WhatsApp?

Unlike Twitter, Facebook and YouTube, WhatsApp does not provide detailed analytics. However, you can use a link shortening service like Bit.ly to track › **link** clicks for you. Be aware, though, that this is an advanced topic and that it presupposes the consent of your users on WhatsApp.

↗ **Chapter 4.5 Tracking links with Bit.ly (advanced)** ✦

What is the most common mistake to avoid?

Avoid obsessing about your number of followers or fans. A large number of followers is meaningless if they don't engage with you. Instead, focus on creating meaningful interactions through engaging posts, interesting photos and videos or by asking questions. This will lead to slow but steady and sustainable growth.

2 Digital analytics: The basics

2.1 Define your goals

Most social media platforms such as Twitter, Facebook and YouTube come with free analytics tools. However, before you start looking at these tools, you need to decide why you want to measure something.

You should focus on metrics that are linked to your business goals and ›**key performance indicators**, which help you understand whether things are going well or need to be improved. As a first step, it can help to write down why you are using social media and what success looks like for you (see Box 1 Exercise 1: Guiding questions).

Examples

"We are using social media to reach people under 30 because many of them are using smartphones and don't listen to the radio anymore. We will consider our social media activities to be successful if the number of under-30-year-olds on all our social media channels has tripled by the end of the year and if 80 % of our online audience is under 30."

"We want our radio presenters to be trusted sources of news and entertainment for our listeners and to be present in our listeners' lives. To achieve that, each presenter will post at least once before or during each show and respond to comments on the same day. We will consider our social media activities to be a success if the number of comments and positive feedback (for example ›**likes**) grows by 10 % each month."

Exercise 1: Guiding questions

Why is your media outlet using social media?

What does success on social media look like for you?

Box 1 Exercise 1: Guiding questions

2.2 Be SMART

One methodology that can help you define your goals is called S.M.A.R.T. That means goals should be:

Specific: By defining specific goals you know precisely what you are working towards. If your goals are vague then you never know when you are successful. Are 10 new followers a success or do you need 1,000 to be successful?

Measurable: Think about how you will measure your goals and if you can measure them with the tools that you have. If you can't measure progress towards your goal, it may not be specific enough and if you are not able to measure your progress you will never know whether you have achieved your goal.

Attainable: Make sure that your goals are realistic. If you only have 1,000 Twitter followers, then getting to 100,000 within a year is probably not realistic, but getting to 3,000 might be. Having attainable goals means that you are more likely to be successful and less likely to be frustrated.

Relevant: Focus on measuring things that are linked to what you want to achieve on social media. It can be very tempting to collect dozens of metrics because you can, even though you might only need to look at one or two. Sticking to relevant metrics will help ensure that you are not wasting any time.

Timely: Commit to a time frame to measure your progress and to reach your goals. This will make your goals and the process of achieving them more concrete. For example, define a goal that you want to reach one year from now and commit to taking a measure at the end of every month.

doesn't give a sense of where you are at the moment and by when you want to achieve this. For most small media outlets it is also not likely to be attainable since 300 likes per post is a lot (see next chapter). A goal like this also ignores that different types of posts are likely to get different levels of engagement.

"We want to increase the dialogue with our audience on Facebook, specifically around the daily community talk show program from 9:00 to 10:00. Over the next six months, we want to increase the amount of online engagement (reactions, ›**shares** and comments) from currently 2 % of the reached audience to 4 % on all posts related to the daily talk show. We will report weekly on progress."

Examples for S.M.A.R.T. goals

"We want more followers." This is a bad goal since it is extremely vague. It doesn't define a time frame, what success looks like, or by when you are planning to achieve it. Whilst it is both measurable and attainable, this goal nonetheless has no purpose.

"We want to grow from 5,000 to 6,500 fans on Facebook over the next twelve months. At the moment, 3,500 of our fans (70 %) are men, but we would like to have a more balanced audience. That is why we want half of all new followers to be women. We will analyze our data monthly to show our progress."

"We want 300 likes on each post." A goal like this doesn't state why you want the likes. It also

Exercise 2: Find the S.M.A.R.T. criteria

In the good examples from the previous page, find the parts that make the goals specific, measurable, attainable, relevant and timely (S.M.A.R.T.).

Circle and label the words or phrases that make these goals S.M.A.R.T. Each example can contain some of the S.M.A.R.T. criteria multiple times and some words or phrases can be connected to more than one S.M.A.R.T. criterion:

Example 1:

We want to grow from 5,000 to 6,500 fans on Facebook over the next twelve months. At the moment, 3,500 of our fans (70 %) are men, but we would like to have a more balanced audience. That is why we want half of all new followers to be women. We will analyze our data monthly to show our progress.

Example 2:

We want to increase the dialogue with our audience on Facebook, specifically around the daily community talk show program from 9:00 to 10:00. Over the next six months, we want to increase the amount of online engagement (reactions, shares and comments) from currently 2 % of the reached audience to 4 % on all posts related to the daily talk show. We will report weekly on progress.

Box 2 Exercise 2: Find the S.M.A.R.T. criteria

2.3 Measuring the size of your social media audience

Understanding how many people view, read or listen to your content is one of the most important pieces of information.

While it would seem that measuring the size of your audience should be one of the easiest things to do, it is often one of the most complicated. Social media platforms use many different ways to describe audiences and understanding the meaning of the different metrics is important to be able to analyze them correctly. Here is an introduction to the most important ones:

Terms like **"followers"**, **"fans"** or **"subscribers"** describe people who have indicated to the social media platform that they have enjoyed your social media profile or channel. You can think of these as the **audience that is interested in you**.
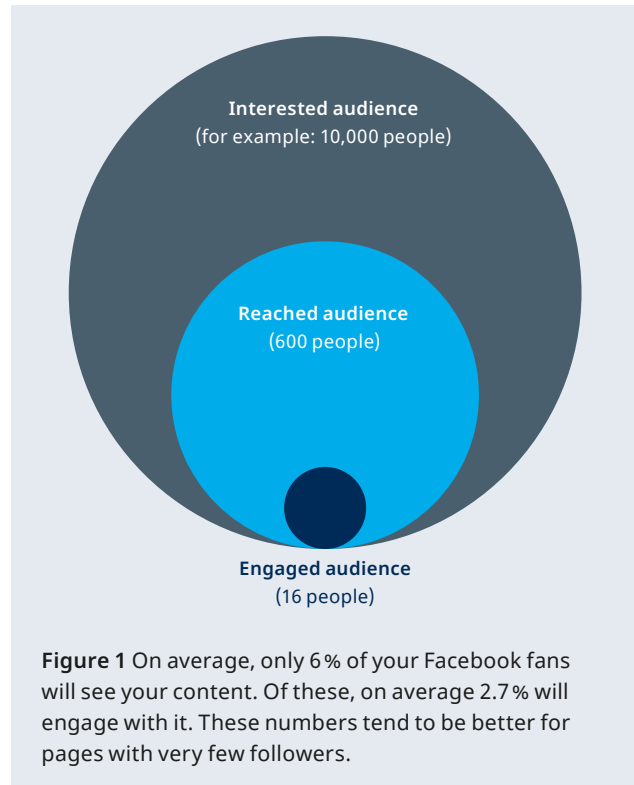
However, not everyone who is following your Facebook page or your Twitter account will see what you are posting. Peoples' news feeds are incredibly busy and not every update can be shown at the top. That means that some updates are not shown at all, while others only appear after some scrolling. On Facebook, on average only 6%[2] of the people who have followed a page will see its updates. This means: if a Facebook page has 2,000 followers, on average only 120 of them will see the page's updates.

The number of people who see your content is often described using the terms **"reach"**, **›"impressions"** or **"views"**. This is the **audience you have reached**.

Strictly speaking, there is a difference between impressions and reach, since impressions count each instance your content was shown, even if someone saw your content multiple times. Reach, on the other hand, describes unique people who have seen your content. However, while Facebook distinguishes between the two terms, Twitter Analytics only reports impressions and not reach. Therefore, on Twitter, you can use impressions as a proxy for the number of people you have reached.

Finally, only a small number of people whom you have reached with your content will comment, like or **› retweet** it. Those who interact with your content are your **engaged audience**. Engagement in this context means the number of times members of the audience acted on your posts, be it clicking a link, sharing a post, reacting to it or leaving a comment. On average, only 0.16% of a Facebook page's followers will engage[3] with a post. This is approximately 2.7% of your reached audience.

Unfortunately, there are no equivalent averages for Twitter.

Figure 1 On average, only 6% of your Facebook fans will see your content. Of these, on average 2.7% will engage with it. These numbers tend to be better for pages with very few followers.

To compare this to the work at a radio station:

Everyone who knows your frequency or has programmed your station into their radio is your "interested audience," those who tune in and listen to you are your "reached audience" and those who discuss your program with family members, recommend your station to friends or call and text you are your "engaged audience."

Understanding the difference between these categories is important, not least to define attainable goals. For example, if you have 5,000 Facebook fans, a goal of 50 comments per post may not be realistic.

Understanding these terms also helps you decide what to measure: If your goal is to increase the number of people who know about your Twitter account, then it makes sense to count your followers. On the other hand, if you want to know whether people find your content interesting, then engagement is a far more meaningful metric.

---

[2] AdAge: "Brands´ Organic Facebook Reach Has Crashed Since October: Study;" https://adage.com/article/digital/brands-organic-facebook-reach-crashed-october/292004; Retrieved: 18.12.2018

[3] RivalIQ: "2018 Social Media Industry Benchmark Report;" www.rivaliq.com/blog/2018-social-media-industry-benchmark-report; Retrieved: 18.12.2018

A note on numbers: The average reach and engagement numbers mentioned in this chapter show averages across all industries and countries.

In other words, they include fashion brands, political parties, universities, sports teams and accounts owned by the media. Your social media presence will almost certainly not be "average." The best way to find out what is normal for you is by measuring your performance for a couple of months and comparing it to that of your closest competitors (see also: 4.1.8 Pages to watch).

Also: smaller Facebook pages tend to have higher engagement numbers than larger pages. In other words, you should see more engagement as you get started on social media and it is normal for those numbers to go down a little as you grow.

2.4 Digital security and ethical issues

Beyond the technical question of how to harness the data generated by social media users, it is important to remember that data is produced by real people, clicking, communicating and interacting on social media. They are not doing so for the benefit of content producers. Rather, they inhabit their own digital space, and your content is only a small piece of the entire puzzle that they encounter on social media every day. Often, they are not even aware data is being collected on what they do there.

And yet, when users agree to a platform's terms of service, be it Facebook, Twitter, YouTube or any other social network, they allow these companies to collect a host of such data. This includes information on what users post, their connections to other users, their usage patterns, as well as information that other users provide about them.

There are laws to ensure that networks anonymize the data. But hacker attacks and scandals such as the Cambridge Analytica data scandal (see below) have drawn attention to the vulnerability of big data collection.

This means that anyone collecting or using analytics data has special responsibilities. Three good practices to help you handle data responsibly are:

1. Ensure that data is secure. Even aggregate data about segments of the population can be harmful if used to discriminate against them. Make sure you store the data where it cannot readily be accessed or stolen by unauthorized users — but also make sure you have back-ups in case your computer breaks or your cloud provider closes down. Consider encrypting your data.

2. Ensure that raw data is shared on a need to know basis and not widely circulated. The circle of recipients should be restricted to those who need the data.

3. Ensure that your passwords are safe (see below). Make sure others cannot easily access your social media and digital analytics accounts. Use strong passwords and use a password management tool to keep them in a safe place.

Read more about the danger of hacks and data breaches, and how to protect yourself, here:

– **The Cambridge Analytica Files**
www.theguardian.com/news/series/cambridge-analytica-files

– **Keeping Hackers From Grabbing Your Twitter Account**
www.nytimes.com/2016/07/15/technology/personaltech/keeping-hackers-from-grabbing-your-twitter-account.html

– **Global Investigative Journalism Network: Digital Security**
https://gijn.org/digital-security

– **How to Create a Strong Password**
https://lifehacker.com/how-to-create-a-strong-password-1797681069

Read more about how to use data responsibly here:

– **Responsible Data Handbook**
https://the-engine-room.github.io/responsible-data-handbook/assets/pdf/responsible-data-handbook.pdf

Regarding bots: It is one thing establishing your own data management standards. But what if the data itself is deceiving? › **Social bots** can be programmed to generate certain reactions to your content. They can overload your feeds or give your content a different spin. Follower and like counts can be influenced by bots that may look like ordinary users, but in fact react automatically to certain key words in your content. You should monitor reactions to your content and exclude users you feel are not authentic, to make sure you are getting good quality data about real users.

3   Organizing social media analytics

Some media outlets have whole teams that work only on › **digital analytics**, but many can only spend a few minutes each week analyzing the data. The amount of time and effort you put into digital analytics will depend on your resources, how ambitious your social media activities are and what you want to achieve.

At a minimum, you should have the following in place:

– A desktop or laptop computer with Internet access;

– A spreadsheet program such as Excel, OpenOffice Calc or Google Sheets;

– A designated person who will analyze the numbers (at the very least, this person should be able to dedicate two hours per week to this task. You should also have a second person as a backup if the other person gets sick or decides to leave your company.);

– Clearly defined goals and metrics for your social media activities (see 2.1 Define your goals);

– An agreed reporting frequency, for example at the beginning of every month; and

– A person who can make decisions based on these reports.

According to a Reuters report (see reference below), good analytics consists of three components: the right tools, organizational capacity and a newsroom culture that embraces data-informed decision making. This guide focuses strongly on easy-to-use and readily available tools to generate meaningful data that can be used to improve your editorial output. But having tools and knowing how to use them is the first step. You also need to have a clear approach to analytics. You are dependent on individuals with the know-how and dedication to provide useful data. Your editor-in-chief and your editorial staff, whom you want to help by providing them with data they can use, have to buy into the idea of data-informed decision making. If certain content is overperforming and this is reported, there has to be a readiness to act on this information. Only if analytics data is acted upon, is it worthwhile reporting it (see 5 Reporting for more details).

Your colleagues or editors-in-chief might argue that social media are irrelevant for generating revenue. It is true that monetization is an issue, especially in countries that are not eligible for money from Facebook videos (see 4.1.9 Videos) or are below the level YouTube specifies (see 4.4.2 Overview — video analytics) for participation in revenue sharing. However, even if your market is not yet giving you direct financial rewards

for being on social media, digital reach and engagement pays into the reputation of your outlet, helps you reach a young audience and can increase audience loyalty or even expand your audience on traditional media (radio, television etc.).

3.1   Paid social media analytics platforms

In addition to the free social media analytics tools that we cover in this document, there are many excellent commercial platforms that can help you compile your analysis more quickly. What these services offer and how much they cost changes frequently, which is why we do not recommend individual products. In 2019, it is difficult to find a social media analytics company that charges less than 50 USD/month, but almost all of them offer free trial periods of two to four weeks and some offer non-profit discounts which you should ask about if you are working for a community radio station. Googling "social media analytics comparison" will help you get an overview of the most common platforms.

3.2   Budget and people

One of the most frequently asked questions is "How much money do I need to be on social media?" Unfortunately, there is no simple answer. As you will see in this guide, a lot of really powerful tools are free. However, very often paid tools offer more features and are more user-friendly. By using free tools, you will save money on software, but your staff may need to spend more time collecting the information.

The bottom line is that you can do a lot with free tools as long as you have one or two people who can dedicate a few hours to social media analytics each week. The key is to designate a person who knows that social media analytics are a core part of his or her job and not just a responsibility that he/she shares with everyone else.

Find out more about how to establish an organizational structure that incorporates analytics expertise and a newsroom culture that embraces data-informed decision making here:

– **Editorial Analytics: How News Media are Developing and Using Audience Data and Metrics**
https://bit.ly/2DEsQQb

4 Free social media analytics tools

4.1 Facebook Insights

"Facebook Insights" is the free analytics platform that is part of Facebook and automatically available to every page administrator, once the page has collected at least 100 followers or likes.

You can access Insights through a link at the top of your page if you are an administrator of the page. There is no universal URL for Insights since each Facebook page has its own Insights page.
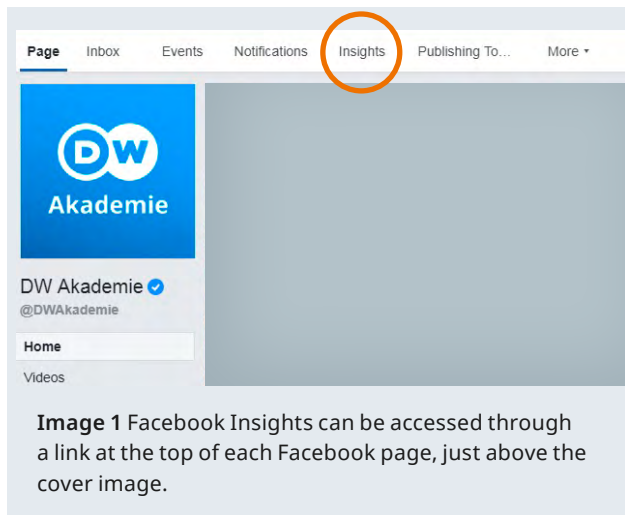

Image 1 Facebook Insights can be accessed through a link at the top of each Facebook page, just above the cover image.

Insights is an extremely powerful tool with more options than can be covered in this guide. To get you started, we are focusing on the most important aspects:

– Page summary
– People
– Post engagement
– Page likes and page followers
– Page views
– Reach
– Pages to watch
– Export

If you want to know more about Insights, take a look at:

– **Facebook: Using Page Insights**
  www.facebook.com/business/a/page/page-insights

Facebook also has a free online training hub for many Facebook functions, as well as for Instagram and Facebook Messenger. The focus is on training for paying advertisers, but the modules also cover many general topics:

– **Facebook Blueprint**
  www.facebookblueprint.com

Facebook pages vs Facebook groups
Facebook groups are primarily intended for smaller, informal communities that are interested in the same topic. While there is no limit to the number of people who can be in a group, some features stop being available once a group reaches 5,000 members.

Facebook pages are the best choice for businesses who want to have an official Facebook presence through which they can reach their customers or fans. There is no limit to the size of Facebook pages. In addition, only pages can be analyzed with Insights. This is why we are only looking at pages in this guide.

Facebook Page vs. Group: Which One Is Right for You?
www.makeuseof.com/tag/facebook-page-vs-group

Box 3 Facebook pages vs Facebook groups

Facebook Insights on mobile devices

This chapter focuses on analyzing Facebook through the interface that is available via a desktop or laptop computer. If you cannot use social media on a computer and have to rely on mobile phones, your best course of action is to install the "Facebook Page Manager" app from the Google Play or iTunes store. However, this mobile app does not give you access to the same amount of data as the desktop version. In addition, the information is structured slightly differently. We recommend that you use Facebook Insights on a computer.

4.1.1 Monthly data versus 28-day data

One of the peculiar things about Facebook Insights is that it often displays data on a weekly or 28-day basis (i.e. four weeks), rather than monthly. The reason for this is that months have different lengths and comparing January (31 days) with February (28 days) may lead to a distorted analysis. Unfortunately, Insights is a little inconsistent in that you can sometimes choose to look at a whole month, while in other cases Facebook insists that you select a 7 or 28-day period. Similarly, a lot of data that you can export to Excel will only be shown in 7 or 28-day intervals.

However, when you analyze your social media activities or prepare a report for your supervisor you often want to look at and present monthly data. There are three possible ways to deal with this issue:

– **Ignore it:** Instead of trying to figure out the data for the whole month, you can choose to only look at the first 28 days of each month. While that means that some data is missing, the overall picture will be accurate since you are using the same approach every month. Of course, if the end of the month is particularly important for you, this might not work. The big advantage of this approach is that

it doesn't create any additional work for you, while providing you with consistent data.

– **Calculate it yourself:** Since some of the data is available on a daily basis, you can use that information to calculate monthly data yourself. The website Marketing Land shows in an older article[4] how to do that.

– **Pay for a commercial social media analytics platform:** A lot of commercial social media analytics providers know that their customers would like to get monthly data and will make the calculations for you. If you have the budget, then this can be one of the criteria by which you choose your third-party analytics platform.

4.1.2 Page summary

The page summary gives you a quick overview of the most important figures. By clicking on the different sections, you can dig deeper into the numbers. We will take a closer look at the highlighted areas on the following pages.
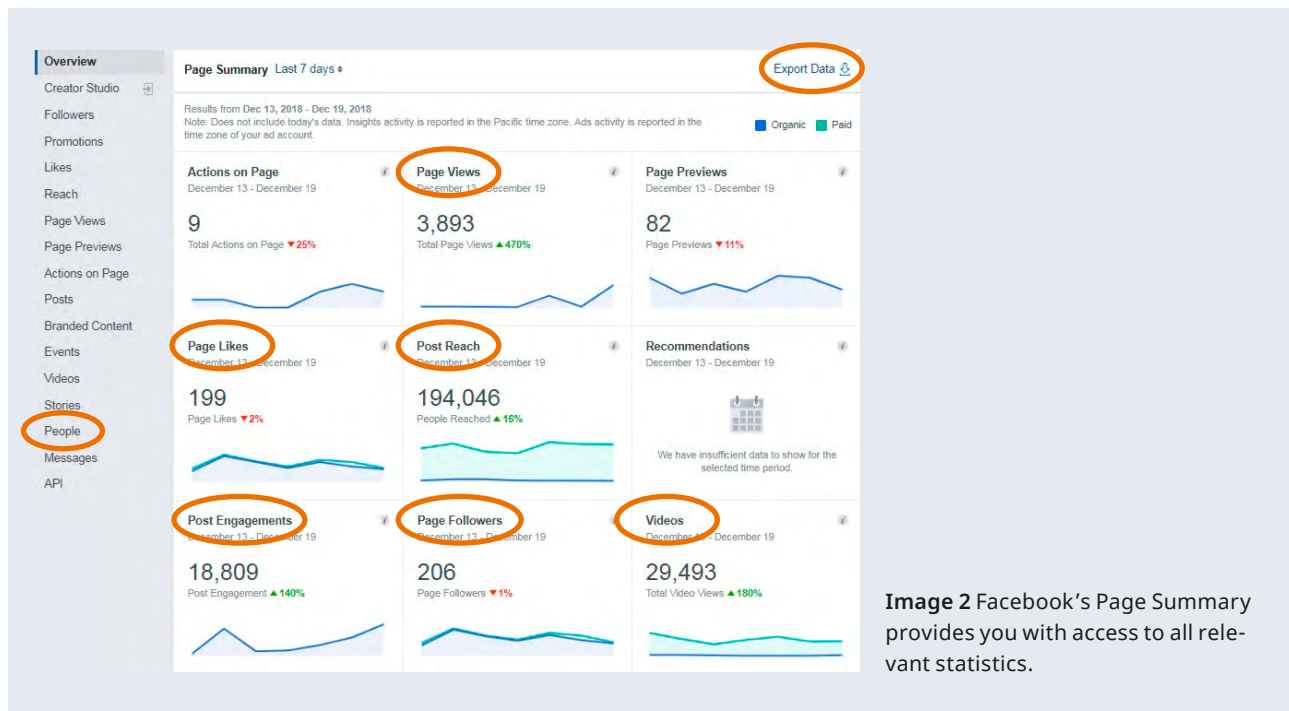

Image 2 Facebook's Page Summary provides you with access to all relevant statistics.

---

4   Marketing Land: "More Facebook Insights: How To Calculate 30 Day Metrics;" https://marketingland.com/more-facebook-insights-how-to-calculate-30-day-metrics-10107; Retrieved: 18.12.2018

4.1.3 People

This area of Insights can provide you with valuable information about your existing audience on Facebook, in other words, the people who have already liked or followed your page.

You can see the ages, genders, locations and languages of your Facebook audience. Unfortunately, the information on locations and languages is sometimes less accurate in low-income countries, so don't be surprised if all your fans appear to live in the capital even though your newspaper or radio station is on the other side of the country. This has something to do with how Internet traffic is routed.

By clicking through the tabs at the top, you can switch between your fans (i.e. people who liked your page), your followers (people who followed your page) and people you have reached during the reporting period. (For an explanation of the difference between followers and fans, please see 4.1.5 Page likes and page followers.)

The data for followers and for fans tends to be very similar, but the demographics of the people you have reached can be quite different. For example: if one of your posts has gone viral — meaning it has reached a lot of new people — then you might have reached a large number of people (for example adults over 30) who are different from your existing fans and followers (for example students).

The demographics can also be different if you are › targeting your posts at specific demographics (see targeting and boosting in 4.1.4 Post engagement).

Whether having different audiences online and offline is a good or a bad thing depends on your overall business goals. If, for example, you are trying to reach a young audience with your station or newspaper, then having a significantly older audience online is probably not ideal. On the other hand, if your media outlet is targeting an older audience, having

Image 3 Demographic data about your Facebook followers and fans.

younger followers online can be a good way to build relationships with a group of people who eventually will become part of your target audience.

4.1.4 Post engagement

In many ways, this is the most important part of Facebook Insights. The statistics on this page can help you understand

– when your fans are online,
– what types of posts perform best, and
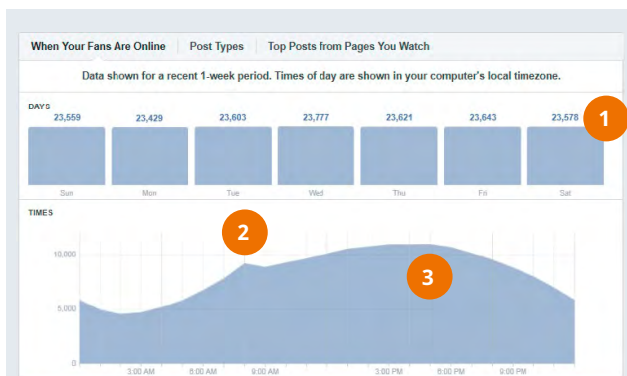– how your most recent posts have performed.

Image 4 Information about when your fans are online can help you schedule your social media posts for the best day of the week and the best time of the day.

🔍 Examples

Image 4 shows that there is no big difference regarding the days of the week when this page's fans are online (1). When you look at the times of day, you can see that there is a small peak (2) at 8:00 a.m., followed by a slow increase until 5:00 p.m. (3). This information can help you decide when you should publish your Facebook content. It can also reveal something about how your fans are using Facebook. The small peak at 8:00 a.m., for example, could be caused by people using Facebook on their phones on their way to work. The chart also shows that a lot of this page's fans are using Facebook during office hours and after school.

If you are unsure about the differences between reach, engagement etc., please go back to chapter 2.3 Measuring the size of your social media audience.

Please note that Facebook uses your computer's clock to display the times of day in Image 4. If you see data that doesn't make sense — for example your biggest peak being at 3:00 am — check whether your computer is set to the right time zone.

The post engagement chart shows statistics for the whole week. If you hover over a specific day with your cursor, you will only see the statistics for that day. This can be particularly useful to see differences between weekdays and weekends.

The "post types" statistic provides you with a quick overview of the kind of content your audience enjoys most: links, photos or video.

Exercise 3: Who are you reaching on Facebook?

Regardless of what Facebook Insights shows, how would you describe the target audience of your media outlet?

_____

_____

_____

_____

With the help of your Facebook Insights page, try to answer the following:

How would you describe your current audience on Facebook?

_____

_____

_____

_____

If there is a big difference between the two audiences: Why do you think you are not reaching the same people on Facebook whom you are trying to reach on air? Is this a good thing or a bad thing and what can you do about it?

_____

_____

_____

_____

Box 4 Exercise 3: Who are you reaching on Facebook?

For a more detailed look at which of your recent posts did well, you just need to scroll down.

The overview of your most recent posts shows you when they were published, how many people you reached with each post and how many people engaged with each post.

By clicking on the down-arrows (circled) you can modify the statistics view. Two of the most useful views are:

– Under "reach" select "fans/no fans." This shows you whether your posts are only seen by your interested audiences or also by people who haven't liked your page yet. Showing your content to people who are not fans is important to grow your audience. You should therefore pay particular attention to these posts and analyze what makes them successful (see examples below).

– Under "engagement" select "engagement rate." This will show you the percentage of people who have seen your post and engaged with it.

Statistics from the four posts in Image 7 show us the following:

(1) The image post from 14 December had the highest engagement rate (12%). Clearly the social media team did something right! Maybe the image was eye-catching, or the text was particularly well written? It might also have helped that the post was published at 5:04 p.m., which, as we have seen in Image 4, is the time when most of the page's users are online.

(2) The video that was posted at 6:00 p.m. on 13 December did not do as well. This is a bit surprising, since videos are the best performing type of content for this page (see Image 5). It can be worth looking at how the video looked on Facebook or whether other parts of the post could have been improved.

(3) The link post from 13 December, 11:14 a.m., stands out because it reached more people than the other three posts combined. It also stands out because it reached more people who are not fans of the page (dark orange bar)
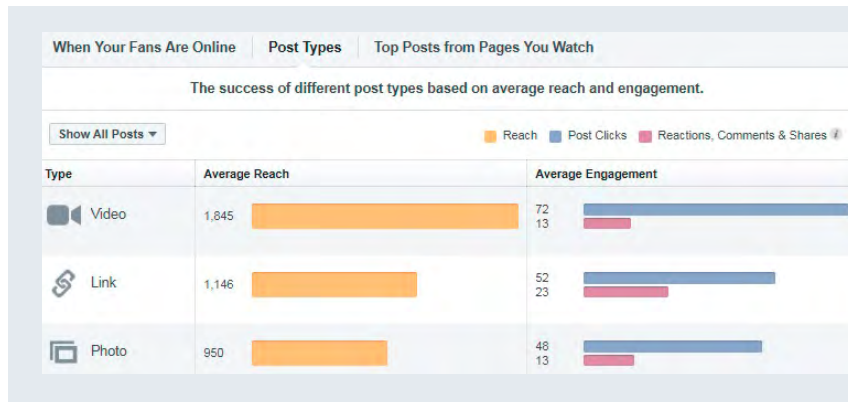

Image 5 You can quickly see which type of content resonates most with your audience. In this example, video reaches and engages more people than links and photos.
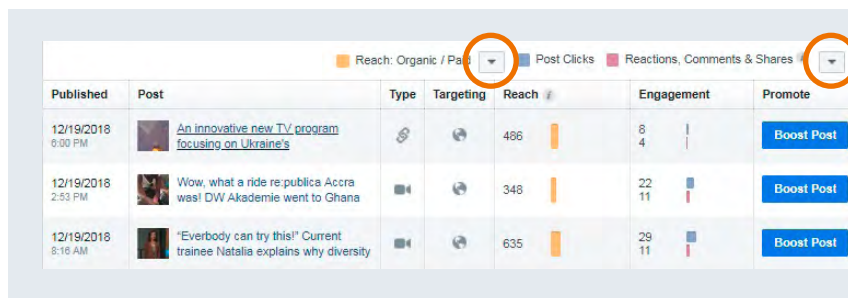

Image 6 "Post Types" provides you with a quick overview showing the performance of your most recent posts.

Image 7 Insights provides key data for each post, such as the engagement rate.

than people who are (light orange bar). The most likely explanations are that, either this post was shared widely by the page's fans and followers with their own Facebook fans, or it was promoted, or both. As this post encouraged people to apply for a paid data journalism fellowship and was promoted on Facebook, it is likely that both the paid promotion and wide interest in this opportunity helped to increase the reach of the post.

Engagement is more meaningful than reach in the sense that it is an indicator of how people are reacting to your content, not merely how many people are (potentially) coming into contact with it. That being said, solely relying on the engagement metric would not be sufficient. Engagement includes all sorts of interactions with a post, such as clicking a link, looking at a photo or even clicking close to the post. Taking a closer look at the forms of engagement, especially metrics such as likes, shares and comments, is very advisable. They tell you something about the quality of engagement (see Image 8).

Targeting

Facebook "targeting" is an advanced Facebook feature which lets you decide who will see your post, based on demographic data or interest. This can be particularly useful if you post content in multiple languages. By using the targeting feature you can, for example, make sure that only French speakers see French content and only English speakers see English content. Similarly, you can target content for a women's program at women. Targeting can help you improve your engagement (see Box 5 Why "engagement" is the most important metric of all) but it can be quite labor intensive.

Find out more about how to enable and use targeting:

– **How to Use Facebook Audience Optimization for Better Organic Exposure**
www.socialmediaexaminer.com/facebook-audience-optimization-organic-exposure

Boosting

›**Boosting** is Facebook's term for promoting a piece of content by paying for extra exposure. To boost a post, you need a credit card or PayPal account. If you boost a post, your statistics will break down into paid and unpaid ("›**organic**") reach. To learn more about boosting posts:

– **The Facebook Boost Post Button: How to Use it and Get Results**
https://blog.hootsuite.com/how-does-facebook-boost-posts-work

– **Facebook: About boosting posts**
www.facebook.com/business/help/240208966080581

By clicking on a post in the table you can get an even more detailed report (see Image 8) that will show you exactly how people interacted with this post, for example, whether they commented, liked or shared your post. If your post was shared, you can also see how many people liked or commented on the shared versions of the post.
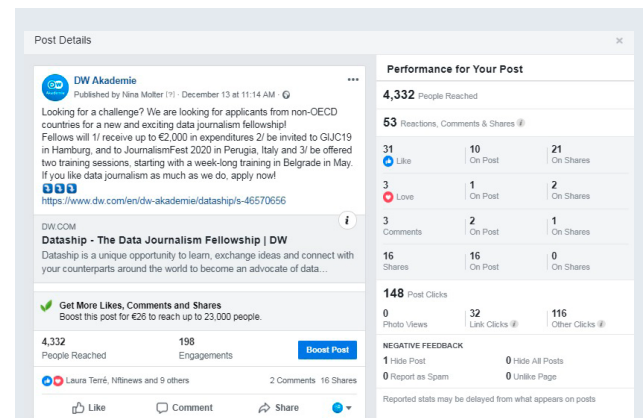

Image 8 "Post Details" provides very granular information about all aspects of post performance.

Why engagement is the most important metric of all
In chapter 2.3 we briefly talked about the difference between likes, engagement, etc. But did you know that engagement is the most important metric for your long-term social media success?

Every time someone opens his/her Facebook feed, Facebook decides which posts to show at the very top, which to show later and which not to show at all. Facebook learns what users find interesting by monitoring their actions: If many users like, click or comment on a post, then Facebook considers that piece of content to be interesting and engaging. If everyone scrolls past a post without doing anything, then Facebook learns that this piece of content is not engaging.

Facebook uses that information to decide how to treat future posts from the same source. Content from engaging sources is shown more often and towards the top of the newsfeed, while posts from sources that have shared boring content in the past appear less often or not at all.

In other words: The higher the engagement, the more people will see your content in the future; the lower the engagement, the fewer people are shown your content.

In the long term, it is better to have fewer fans/followers and high engagement than a lot of fans/followers and low engagement.

Box 5 Why "engagement" is the most important metric of all

Exercise 4: How engaging is your Facebook page?

What times of the day are most of your fans online?
During the week: During the weekend:

_____   _____

When do you normally post to Facebook?
During the week: During the weekend:

_____   _____

Is there a day where statistics are very different from the other days? Why do you think that is the case?

_____

What type of post (photo, link, video) reaches the most people on your Facebook page?

_____

What type of post (photo, link, video) creates the most engagement on your Facebook page?

_____

What were your three most successful posts over the last month? When did you publish them? What kind of posts were they?

1 _____

2 _____

3 _____

What were your three least successful posts over the last month? When did you publish them? What kind of posts were they?

1 _____

2 _____

3 _____

Box 6 Exercise 4: How engaging is your Facebook page?

4.1.5 Page likes and page followers

The type of statistical analysis Facebook provides for "page likes" and "page followers" is identical, which is why we will be looking at them together. For the technical difference between fans, likes and followers, please take a look at Box 7 The difference between likes, fans and followers.

Timeframe (Image 9)

At the top of the page, you can select the timeframe you want to analyze. By default, this is set to one month. However, it often makes sense to choose a shorter timeframe, for example, if you want to analyze the effects of a recent promotion or a special program.

The timeframe you choose at the top of the page affects all graphs on it.

Total page likes / followers (Image 10)

This shows the total number of likes / followers over the selected timeframe. By clicking on "Total Page Likes" under

"›**Benchmark**" (circled) you can compare your performance in the selected time period to your average performance. This helps to find out whether you are currently doing better or worse than in the past.

Net likes / net followers (Image 11)

This graph shows when you have gained and lost fans and followers. This data can help you home in on whether you have done anything on Facebook that was particularly successful or has backfired. For example: did you post a video that you thought was funny, but that many people found offensive? A spike of "unlikes" (1) is a good indicator that something went wrong.

You can also dig into the results of your Facebook advertising (if you do any) by clicking on "Paid Likes" or "Paid Followers" (2).
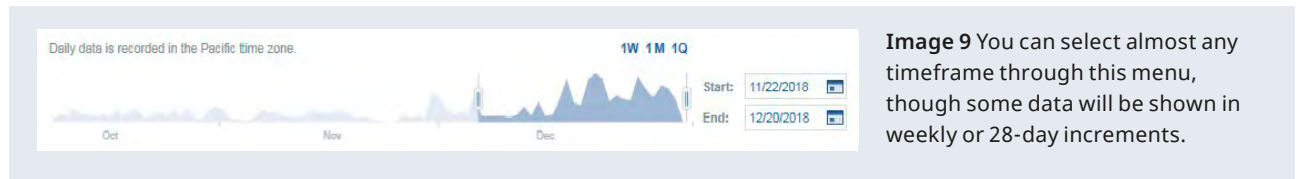

Image 9 You can select almost any timeframe through this menu, though some data will be shown in weekly or 28-day increments.
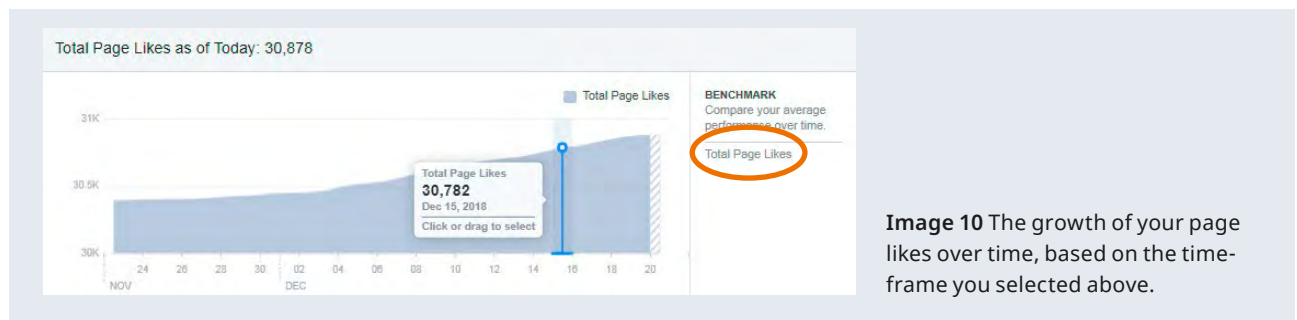

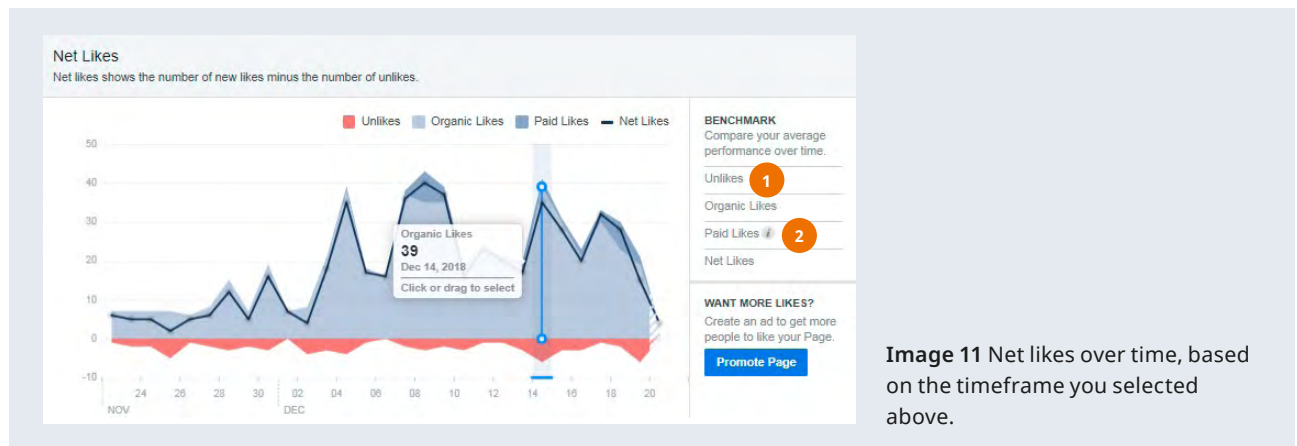**Image 10** The growth of your page likes over time, based on the timeframe you selected above.

Image 11 Net likes over time, based on the timeframe you selected above.

The difference between likes, fans and followers
Facebook distinguishes between "fans" and "followers" in their statistics but for most pages, there is almost no difference between the two. Here is the technical explanation:

– When someone "likes" a page, that person is called a "fan."

– By default, "liking" a page means that you are following a page.

– Someone who follows a page will see updates from the page in his/her news feed.

– People can choose to like a page but not follow, for example when they enjoy a radio station, but don't want to see any updates in their newsfeed. It's also possible to follow a page without liking it.

Confusing? Yes! The main thing to remember is that you probably don't have to worry about the difference very much since it won't be significant. However, if you suddenly discover a massive difference between the two numbers, you may want to research the matter in more detail.

Box 7 The difference between likes, fans and followers

4.1.6 Page views

Image 12 This example from DW Akademie shows a fairly typical pattern of traffic sources: Most people come to the DW Akademie Facebook page through Facebook, followed by the DW Akademie website. Google and the mobile version of the DW Akademie website are less relevant.

The "Page Views" statistic shows how often your page has been seen within the selected reporting period and also how many people have seen it. For example, if one person has viewed your page 5 times, then the number 5 will show up under "Total Views" and 1 under "Total People Who Viewed."

You can break down the numbers by age, gender, location, mobile and desktop users, etc.

 "Top Sources" shows you how people came to visit your page. This can be very interesting because it can show you how people are finding your page. For example, if you have a website on which you promote your Facebook page, then you can find out whether your website is driving traffic to your Facebook page with the help of this statistic. You can also see whether people come to your Facebook page via other social media platforms or search engines.

4.1.7 Reach

The statistics on this page show how many people have seen content from your page within the reporting period. If you are boosting your posts on Facebook, you can break down these numbers into organic (i.e. unpaid) and paid reach (see Image 13).
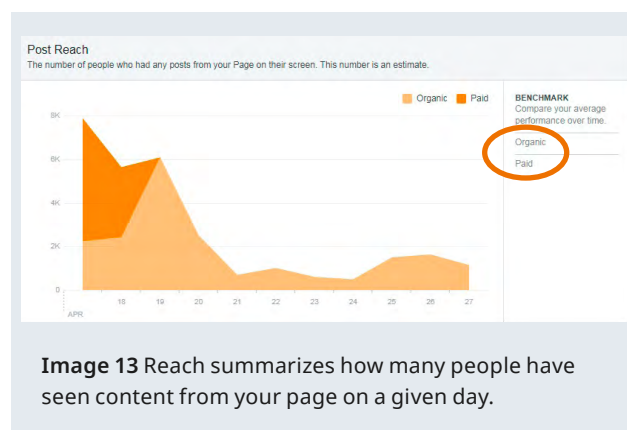

Image 13 Reach summarizes how many people have seen content from your page on a given day.

"Post Reach" shows data broken down by day, meaning that on days where you have posted more than once, post reach will be added up. To see the data for individual posts, you need to go to the 4.1.4 Post engagement section of Facebook Insights.

"Total Reach" (not shown) at the bottom of the page counts any instance where content related to your page was seen by someone on Facebook. This includes posts, mentions of your page in someone else's updates, ads, check-ins etc.

"Recommendations", "Likes, Comments and Shares" (Image 14) provides you with a per-day overview of these activities in relation to your page content.

"Hide, Report as Spam and Unlikes" is a good indicator for things that are going badly. Spikes in any of these numbers should encourage you to take a close look at what upset your audience.

Image 14 "Reactions, Comments, Shares and More" shows how people are interacting with your content. As you can see in this image, reactions increased significantly after 3 December, but shares did not. A spike like this is a good reason to review the posts over this period, to find out why people reacted so much more to these posts. Were the posts promoted? Did you try a new content format? Did a new, very popular on-air radio show start? Any of these possibilities can be factors.

4.1.8 Pages to watch

This part of Insights helps you understand whether you are more or less successful than your competitors and colleagues. This information can provide important context.

Image 15 Pages to watch

By comparing your performance with that of your competitors, you will get a better sense of how you are doing, what is working well, and what isn't. For example, if your competitor is posting twice as much and growing twice as much, then maybe you should post more, too.

Examples

– If you see a 10 % increase in Facebook fans in the weeks ahead of national elections, is this because you are providing particularly interesting content, or are all media in your area growing fan numbers by 10 %? By comparing your performance with that of your competitors, you can get a better idea of overall developments.

– Similarly, if you are growing very slowly, but your competitors are growing even more slowly, then these statistics might indicate that you are not doing badly after all.

– In Image 15 we can see that DW Akademie Middle East was doing very well during the reporting period. The reason for their above-average performance was a short-term campaign that the team ran during that time. Data like this, which stands out from the rest, is a good reason to dig deeper and find out why something is different.

4.1.9 Videos

Video content is becoming more and more important on social media, even for newspapers or radio stations. Knowing what kind of videos your audience likes can help you make your content more useful or fun.

A lot of the statistics that Facebook provides for videos, such as reach or engagement, are very similar to what Insights shows for all other types of content, so we won't go through them again (see 4.1.4 Post engagement and 4.1.7 Reach if you need a refresher).

The most important, video-specific metrics you should keep an eye on are:

– **10-second views:** Their "total views" statistic shows each video-view that lasted for at least three seconds. Alternatively, you can choose to only look at the number of people who viewed your video for at least 10 seconds. This tends to be a more meaningful statistic than "total views" since some people need three seconds just to click a video away.

– **Audience:** This statistic provides basic demographic data about who viewed your videos. This can be helpful to find out whether, for example, videos are primarily used by younger Facebook fans. Demographic data is only available for videos with at least 100 views.

– **Sound on:** A lot of Facebook users see videos without sound, for example, when videos start to play automatically in their news feed. This metric shows how many people heard what was said or sung in the video. A high percentage of people viewing your videos with the sound off can indicate that it might be a good idea to caption your videos.

– **Audience retention:** Under "video details" you can find out exactly when people stopped watching your videos (see Image 16). It is normal that most people will only watch parts of your videos; however, if you see very sudden drop-offs, you can use the video player on the left to see what exactly happened in the video at that moment. For example: Is there a long silence? Did the presenter say something silly? Did a very graphic image (for example from a traffic accident) appear? With the help of this data, you can literally see what turns your audience off. Monitoring audience retention is also useful when trying to find the right length for your videos, particularly if you produce very long videos.
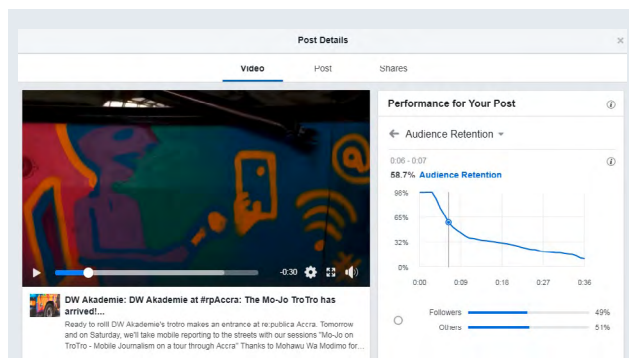

Image 16 Audience Retention (top right) shows you exactly when you are losing your audience's interest.

Read more:

– **Tubular Labs: Facebook video: Insights, Trends & Best Practices**
www.slideshare.net/TubularLabs/facebook-video-insights-trends-best-practices

– **HubSpot: How to Understand Facebook Insights for Social Video**
https://blog.hubspot.com/marketing/facebook-insights

– **Social Media Examiner: How to Improve Your Facebook Videos With Facebook Video Insights**
www.socialmediaexaminer.com/how-to-improve-facebook-videos-with-facebook-video-insights

–

Making money with Facebook videos
In 2018, Facebook launched a program to help content creators monetize their Facebook videos. In other words: if you are eligible to join the program, Facebook will insert ads before or into your videos and you will get a percentage of the ad revenue. Unfortunately, as of early 2019, this program has only been rolled out in a small number of countries, none of which are in Africa. To see the current list of eligible countries, as well as other criteria, go to www.facebook.com/business/m/join-ad-breaks

4.1.10 Export

Facebook Insights provides you with a lot of valuable information. But maybe you want to dig even deeper, or maybe your manager likes his reports in Excel. In these cases, you can export Insight data.

To do this, click on "Export Data" at the top of the "Overview" page. You can then choose between exporting

1. Page data such as audience details, page growth, etc.;

2. Post data such as engagement and reach of each post; or

3. Video data such as views or audience retention.

You can also select the file format (Excel or CSV) and data range, and customize the layout of the data.
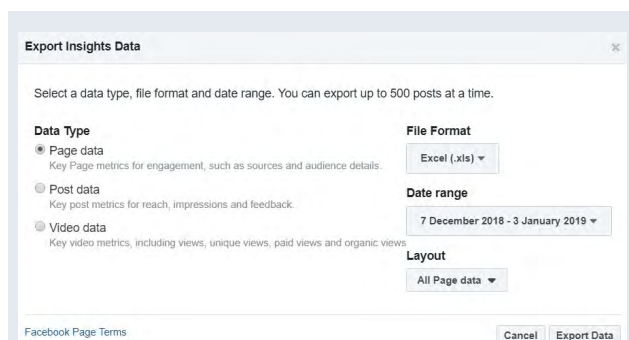

Image 17 You can export your data as a CSV or an Excel file.

To find out more about exporting data from Facebook Insights:

– **Facebook: How do I export my Page's insights data?**
www.facebook.com/help/972879969525875?helpref=uf_permalink

– **Video: Facebook Data Export Walkthrough**
www.youtube.com/watch?v=EK0cxfXvmC4

– **Advanced Facebook Page Insights: An Analysis Guide for Marketers**
www.socialmediaexaminer.com/advanced-facebook-page-insights-analysis-guide-for-marketers

– **How to Do a Deep Dive into Your Facebook Insights in 6 Steps**
www.andreavahl.com/facebook-insights/deep-dive-facebook-insights.php

4.1.11 Facebook Audience Insights (advanced topic)

In addition to Facebook Insights, which is available to everyone with a Facebook page that has at least 100 fans, Facebook provides additional tools for advertisers, such as Facebook Audience Insights (www.facebook.com/iq/tools-resources/audience-insights).

Facebook Audience Insights is designed to help you analyze your Facebook audience, create custom audiences (for example: "Only women between 18 and 34 who work in farming or fishing"), and target these custom audiences with ads or boosted posts.

For example: If you have a show that talks about issues that are particularly interesting for young women in rural areas, then you could use Audience Insights to create a custom audience called "young farming women." The next time you publish a post about the program, you could use the custom audience to make sure that your advertising money is only spent on reaching young women who work in farming or fishing. That way, you can use your Facebook advertising money more efficiently.

You need to be or have been a paying Facebook advertiser to use Facebook Audience Insights. In addition, you can only use the targeting feature if your custom audience contains at least 1,000 people.

Among other things, Facebook Audience Insights allows you to create target audiences by gender, age, location, relationship status, education, industry and some interests.

Audience Insights also provides you with detailed information about the interests of your Facebook fans, including what other pages they have liked. This information can inform your content strategy. If, for example, you find out that a large number of your fans are also fans of a local sports team, you could consider increasing coverage of the team on social media.

To learn more about Facebook Audience Insights:

– **SproutSocial: How to Use Facebook Audience Insights for Better Targeting**
https://sproutsocial.com/insights/facebook-audience-insights

– **Agorapulse: How to Use Facebook Audience Insights for Better Targeting**
www.agorapulse.com/blog/facebook-audience-insights-targeting

Image 18 Facebook Audience Insights helps advertisers on Facebook target specific groups of people with ads and boosted posts so that their advertising budget can be used more effectively.

4.2 Twitter Analytics

You can access Twitter Analytics by going to:
https://analytics.twitter.com

As in the part about Facebook, we are focusing on the most useful parts of Analytics:

– Account home
– Tweets / Tweet activity
– Audiences

In addition, we will introduce you to two free Twitter analytics tool that can provide you with some additional insight.

– Followerwonk
– Union Metrics — Twitter assistant

For more in-depth information on the ins and outs of Twitter Analytics take a look at the following links:

– **Twitter: How to Use Twitter Analytics**
  https://business.twitter.com/en/analytics.html

– **HubSpot: The Straightforward Guide to Twitter Analytics**
  https://blog.hubspot.com/marketing/twitter-analytics

– **ShivarWeb: How To Understand & Use Twitter**

Analytics Effectively
www.shivarweb.com/10031/how-to-use-twitter-analytics

Twitter Analytics on mobile devices

Twitter Analytics is best viewed and used on a computer. Unlike Facebook and YouTube, Twitter does not have a separate app for analytics on mobile devices. Therefore, we strongly recommend that you use Twitter analytics on a desktop or laptop computer.

4.2.1 Account home

"Account home" is the central information hub for Twitter Analytics. The page contains key data on how your account has performed in the current and in previous months.

This includes:
(1) **Tweets:** the number of ›**Tweets** you have sent.
(2) **Tweet impressions:** the number of times your Tweet has been seen. This includes retweets.
(3) **Profile ›visits:** the number of times someone looked at your Twitter profile.
(4) **Mentions:** the number of times your @username was mentioned on Twitter.
(5) **Followers:** your current number of Twitter followers.

Image 19 The Account home screen of Twitter Analytics provides you with key data.

Picture: MISA

Exercise 5: Top-Tweet analysis

Take a look at the "Top Tweets" of the last six months and answer the following questions:

1. Elements of top Tweet:

How many of the top Tweets:

Contained a link: _____

Contained a photo: _____

Contained video: _____

Contained a › hashtag: _____

Were @mentioning another account: _____

2. Sentiment of the top Tweets

How many of the top Tweets:

Entertained: _____

Proud: _____

Curious: _____

Worried: _____

Angry: _____

3. Try to summarize what you found out above in one sentence. What makes your top Tweets successful?

_____

_____

_____

_____

_____

Box 8 Exercise 5: Top-Tweet analysis

All key statistics include a comparison with the previous reporting cycle.

As you scroll down, you see
(6) additional information for the current and previous months
(7) **Top Tweet:** the Tweet with the most impressions.
(8) **Top mention:** the Tweet with the most impressions by someone else in which you were mentioned.
(9) **Top follower:** the account with the highest number of followers who started to follow you in the reporting period.
(10) **Top media Tweet:** the Tweet with the most impressions that contained a photo or video. If this is the same Tweet as the "top Tweet," the media Tweet with the second-most impressions will be shown.

Together, this information can provide you with a very quick overview of how your Twitter account has performed. Comparing the "top Tweets" from the different months can be particularly useful to help you formulate a strategy (see Box 8 Exercise 5: Top-Tweet analysis).

You can find additional information about each Tweet by clicking on "View Tweet activity." This screen (see Image 20) shows you exactly how people interacted with your content, for example, whether they liked a post or whether they shared (retweeted) it with their own followers.
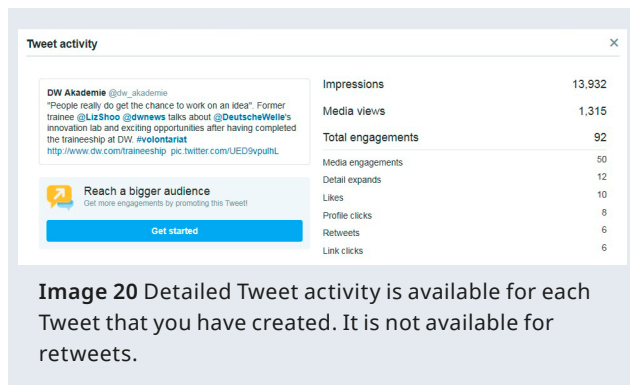

Image 20 Detailed Tweet activity is available for each Tweet that you have created. It is not available for retweets.

Alternatively, you can also click on the three bars that are visible below each of your Tweets, once you have created a Twitter Analytics account (see Image 21).

4.2.2 Tweets / Tweet activity

The Tweets / Tweet activity menu (see Image 22) provides you with a more detailed breakdown of how your Tweets performed.

Image 21 By clicking on the "bars" at the bottom of each of your Tweets (circled), you can immediately see how the Tweet is performing. This option is only available once you have activated Analytics.

The timeline (1) shows you how many people saw your Tweets each day. The yellow bars show promoted Tweets, while the blue ones show organic impressions. The screenshot above was taken while DW Akademie was promoting a paid fellowship, which explains the comparatively high number of paid impressions. The area on the right (2) shows engagements such as link clicks, retweets, likes, and replies. The center section shows all Tweets within the reporting period and can be sorted chronologically or by impressions (3). "Tweets and replies" (4) includes all your original Tweets as well as those in which you replied to someone else, while "promoted" (5) only shows Tweets where you have paid for extra exposure. Impressions, Engagements and Engagement rate (6) are additional ways to sort the data.

All data can be exported as a CSV file to be analyzed in Excel or another spreadsheet program. Twitter does not provide you with information about which type of post performs best with your audience. In chapter 4.2.5 Union Metrics — Twitter Assistant we'll introduce you to a free tool that can help fill that gap.

🔍 Engagement rates on Twitter

There are two competing ways to calculate engagement on Twitter. Twitter itself calculates it by dividing the impressions that a Tweet has received by the number of engagements. However, many other people and companies calculate Twitter engagement based on the number of followers, rather than impressions, which results in considerably lower engagement rates.

Example: An account has 5,000 followers and one of the Tweets has received 250 impressions and 12 engagements.

Method one: 12/(250/100) = 4.8 % engagement rate
Method two: 12/(5,000/100) = 0.24 % engagement rate

The reason that many social media analysts use the second method in articles and blog posts is that data about the number of followers is easy to get, even if you don't have access to the analytics for that account. This makes this method appealing for studies and research projects. Our recommendation is to use Twitter's methodology since it seems unreasonable to view people who have not seen a Tweet as not being engaged. Knowing which method someone uses is important when comparing your account's performance to that of others.

Box 9 Engagement rates on Twitter

4.2.3 Audiences

The Audience dashboard (see Image 23) contains information about the number of your Twitter followers (1), basic demographics such as gender (2), and their interests (3). You can dig deeper into each of these aspects through the tabs (4).

Unfortunately, Twitter's audience insights are one of the most disappointing parts of Twitter Analytics, since most of the information is not specific enough to be useful. A lot of potentially useful information, such as occupation or household income, does not come from Twitter itself, but from third-party data providers with whom Twitter has partnered. The main downside of this approach is that most of the partner data is only valid for US users. Sadly, when it comes to analyzing and understanding your audience, Twitter is a far cry from the many possibilities you have on Facebook.

Theoretically, the opportunity to compare your account with that of your competitors would be most valuable. Unfortunately, however, you can only compare your audience with segments of all Twitter users (5) and not with the audience of a competitor. Followerwonk (see next page) can provide you with more useful data.

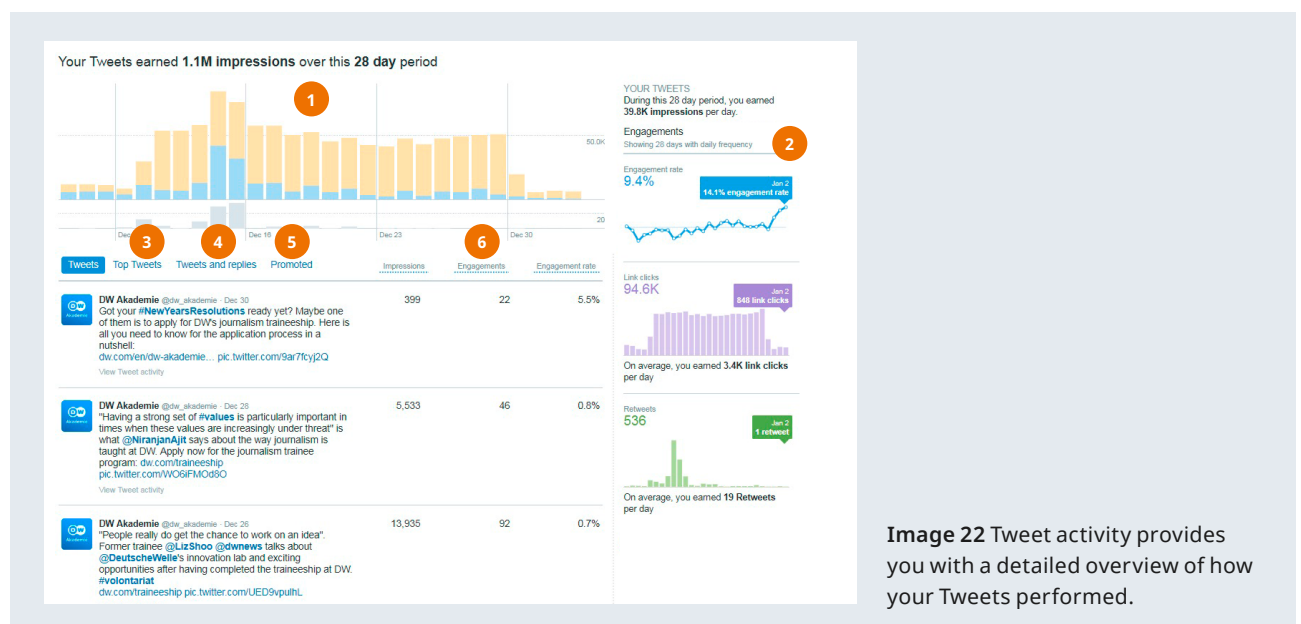**Image 22** Tweet activity provides you with a detailed overview of how your Tweets performed.

4.2.4 Followerwonk

Followerwonk (https://followerwonk.com) is a service that helps you understand your Twitter audience — and that of your competitors — better than Twitter's own analytics. Followerwonk is free as long as you only have one Twitter account and less than 25,000 followers.

Among the most useful features of Followerwonk are (see Image 24):

– Analyze your Twitter followers to see when they are most active on Twitter and where they live. In a second graph, Followerwonk shows when you are currently posting to Twitter. If the two charts don't match, that means you are posting at times when your audience is not online, and you should consider changing your publishing schedule. Followerwonk integrates with the free Buffer (https://buffer.com) social media scheduling app, so that you can create a schedule with just one click.

– Sort and filter your followers by the number of their followers, their social authority, or when they last posted on Twitter. This can help you identify influential and active Twitter users to whom you can reach out directly. Once you have connected your Twitter account to Followerwonk you can follow users directly from Followerwonk, without having to first go to Twitter.

– Compare your followers with those of someone else. Do you have a competitor who is more successful on Twitter than you are? Followerwonk can help you identify their most influential followers. The service will also show you wheth-er your competitors post more often than you, get higher engagement, get retweeted more often, etc. All of this can help you improve.

– Wordclouds based on the Twitter biographies of your followers. These can be helpful to get a quick, very rough overview of the main interests of your followers.

4.2.5 Union Metrics — Twitter Assistant

One of the reasons for using social media analytics is to find out what kind of content works best for your audience: Do they like text-only updates that load quickly on their phones?

🔍 Example

Union Metrics' Twitter Assistant shows that over the last three weeks, Tweets with #hashtags have received the most engagement (blue) and the most clicks (yellow). On the other hand, Tweets with videos have performed very poorly. While this information is useful, it is not a definitive answer. Possible questions to ask when seeing a result like this are: How did Tweets perform that contained both a hashtag and a video? Was there something special about the content (for example breaking news)? It is very rare that a single statistic can give you a definitive answer. A lot of the time it is just one element of a larger picture.
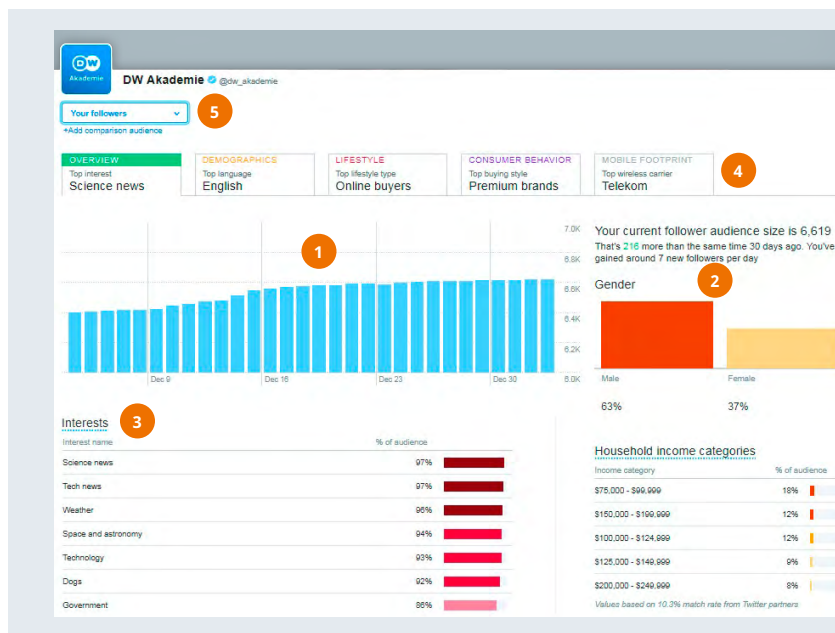

Image 23 Audience data on Twitter is not as useful or as detailed as on Facebook.

Exercise 6: Analyze your Twitter Followers

Try to answer the following questions with Followerwonk:

1. Where do most of your Twitter followers live?

Inside your country (city or region):

Outside your country (name of country):

2. What times are most of your Twitter followers active?

3. When are you most active on Twitter?

4. What conclusions do you draw from 2 and 3?

5. Based on the bio word cloud, what are your followers' main interests?

Box 10 Exercise 6: Analyze your Twitter followers

Do they enjoy photos? Do they engage with videos? While Facebook Insights provides that information (see 4.1.4 Post engagement), neither Twitter nor Followerwonk do. Union Metrics' Twitter Assistant (https://unionmetrics.com/free-tools) is a free tool that can help you answer this question.

Note: Union Metrics also offers tools you need to pay for, so when you sign up, make sure you only sign up for the free tools and not the paid plan!
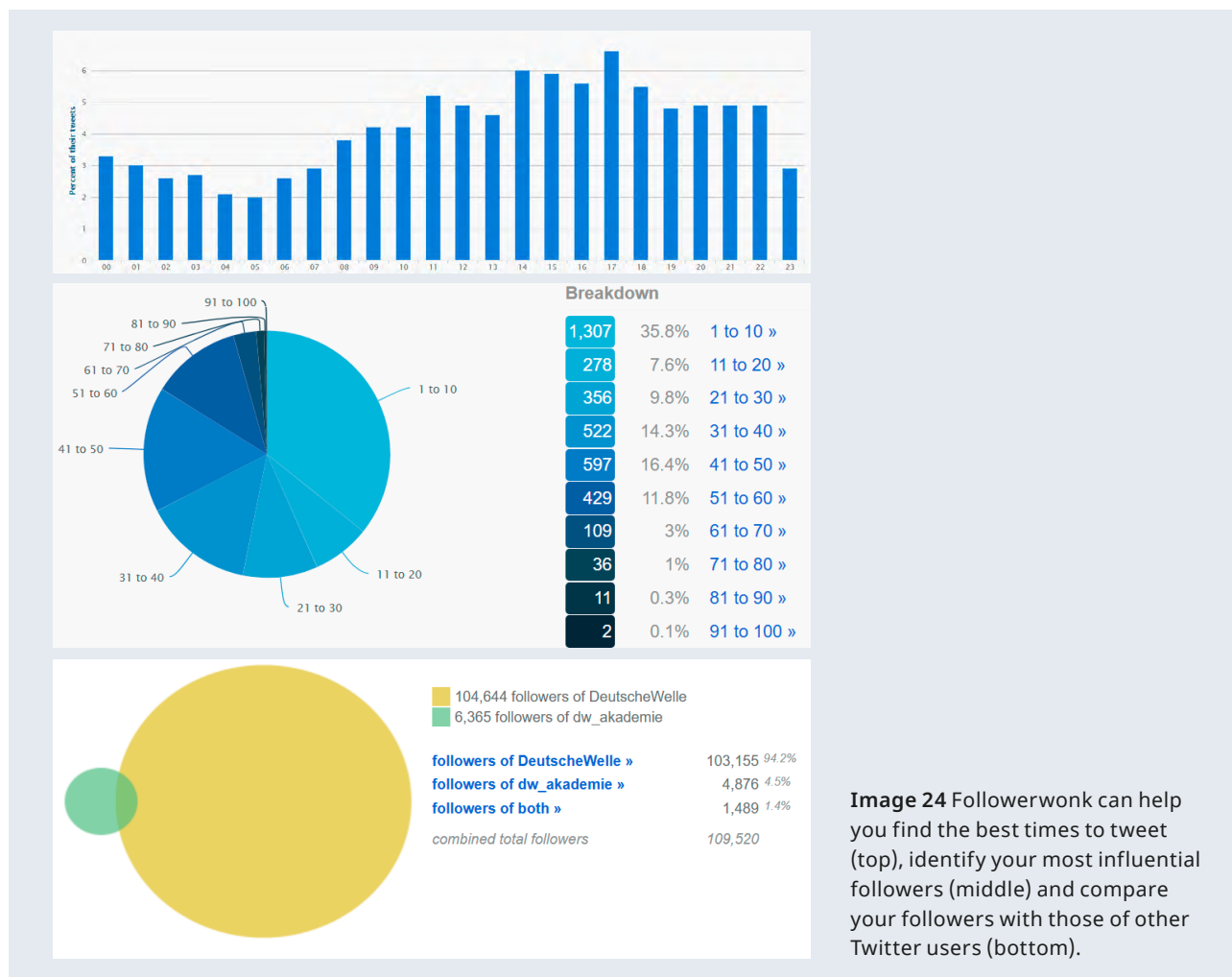

Image 24 Followerwonk can help you find the best times to tweet (top), identify your most influential followers (middle) and compare your followers with those of other Twitter users (bottom).
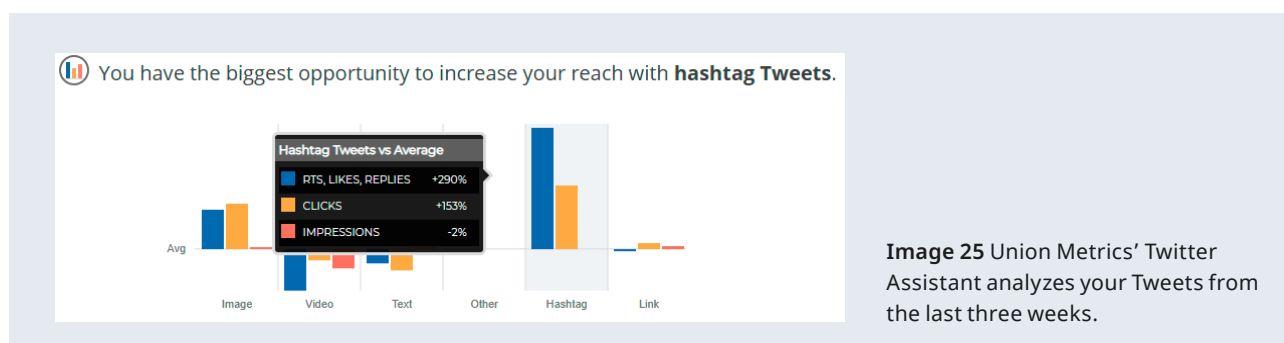

Image 25 Union Metrics' Twitter Assistant analyzes your Tweets from the last three weeks.

Exercise 7: What kind of Tweets work best for your audience?

Try to answer the following questions with the help of Union Metrics' Twitter Assistant:

1. What type of Tweet received the most retweets, likes and replies?

_____

2. What type of Tweet received the least retweets, likes and replies?

_____

3. What type of Tweet received the most clicks?

_____

4. What type of Tweet received the least clicks?

_____

5. In the reporting period, how often did you post Tweets with

Images: _____

Videos: _____

Text: _____

Hashtags: _____

Links: _____

6. What conclusions do you draw from the above? Keep in mind that, if you don't post a certain kind of Tweet (for example videos), the Twitter Assistant cannot make recommendations for this content type.

_____

_____

_____

Box 11 Exercise 7: What kind of Tweet works best for your audience?

4.3   WhatsApp

WhatsApp is one of the most popular communications tools, yet it is one of the most difficult to analyze. The messaging service, which is owned by Facebook, does not provide any statistics about conversations and does not allow third-party tools to create those statistics for you.

A possible workaround is to manually export your group conversations and submit these for analysis.

4.3.1 WhatsAnalyzer

WhatsAnalyzer is a free tool developed by the University of Würzburg in Germany which can analyze WhatsApp group chats. WhatsAnalyzer's analysis can help you identify the best times to post on WhatsApp and who the opinion leaders in your groups are.

All you need to do is to export one of your group chats and email the export (without media attachments) to an email address provided by the service. You can find complete step-by-step instructions on the website:[5]
https://whatsanalyzer.informatik.uni-wuerzburg.de

Please note: WhatsAnalyzer works only for WhatsApp groups in which you are an **administrator**. Messages that other users send to a general WhatsApp number, without being part of a WhatsApp group, cannot be analyzed by WhatsAnalyzer.

After a few minutes, you receive a link to a web page with your analysis. The statistics provided by WhatsAnalyzer include information on who sends how many messages, the times and days of the week when most messages are sent, etc. A particularly interesting feature is the "Communications Network" that shows you who is responding to whom.

On the analysis page, all names are anonymized as User 1, 2, 3, etc. to protect people's privacy. However, the email you receive from WhatsAnalyzer contains a key to help you match the anonymized usernames to people's names from the chat.

Privacy

The University of Würzburg uses all anonymized chat protocols that have been uploaded to WhatsAnalyzer for a scientific study on messaging. Before using the service, you should think about whether you are comfortable with that and whether it has any implications for privacy or data protection regulations in your country. "Chatilyzer" (https://chatilyzer.com) is an alternative service provided by a private web developer who promises to delete your data automatically after 72 hours. Whether you trust a private web

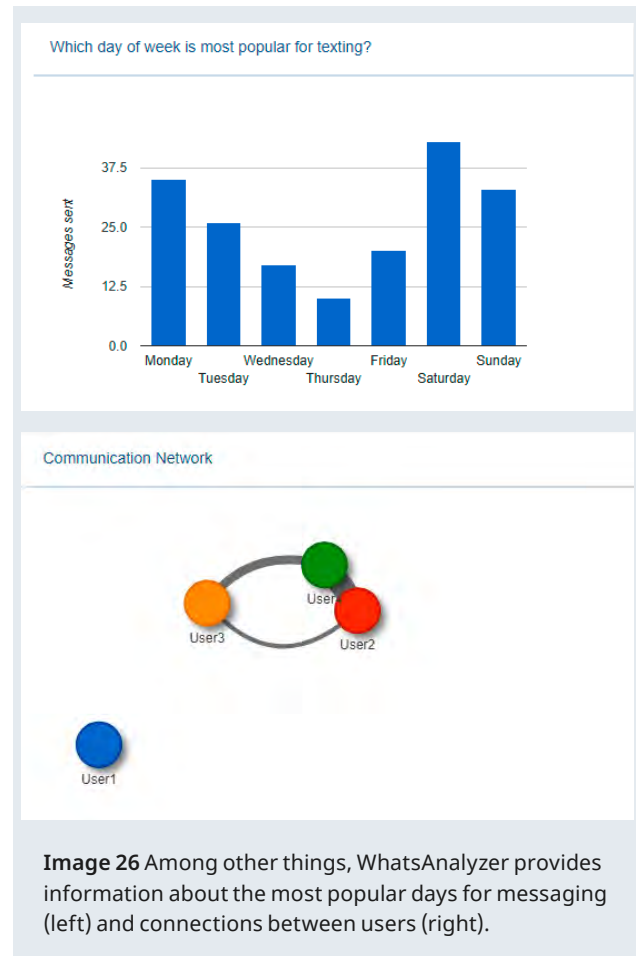developer or a university more is something that you will have to decide yourself.

Image 26 Among other things, WhatsAnalyzer provides information about the most popular days for messaging (left) and connections between users (right).

4.3.2 WhatsApp Business

In 2018, WhatsApp released a version of their Android app aimed at small and medium businesses. WhatsApp Business allows you to create a business profile or templates for recurring conversations (for example: "What is your FM frequency?"). Unfortunately, even WhatsApp Business has only very basic statistics such as "number of messages sent" and "number of messages read" while WhatsAnalyzer is able to provide you with more comprehensive insights. From an analytics point of view, there is no advantage to being on WhatsApp Business as opposed to regular WhatsApp.

---

[5] The current version of the website tells you to select "Email chat" to submit your chat protocol. WhatsApp recently renamed the options, so you should look for "Export chat" instead, and then select email.

Read more:

– **Tech 2: Your Complete Guide to WhatsApp Business**
www.firstpost.com/tech/news-analysis/your-complete-guide-to-whatsapp-business-how-it-works-and-what-sets-it-apart-from-the-standard-app-4317175.html

– **Digicular: WhatsApp Business: 7 Best New Features You Should Know**
https://digicular.com/whatsapp-business-app-features

4.4   YouTube

YouTube has its own analytics platform that you can access by going to https://studio.youtube.com and clicking "**Analytics**" in the left sidebar.

4.4.1 Overview — channel analytics

YouTube's Analytics Overview page (see Image 27) provides you with key data about your channel in the specified time period (1), such as the total amount of time your videos were watched (2), the number of views (3) and new subscribers (4), compared to the previous reporting period. The graph in the center of the page (5) shows you which were your busiest days. In addition, you can find out which were your top videos (6) within the reporting period. The chart on the bottom right (7) shows the most recent activity for the channel and your most popular videos.

4.4.2 Overview — video analytics

To find out detailed information about how a specific video is performing, click on "Videos" in the left sidebar, click on the video you are interested in and then click on "Analytics" in the updated sidebar on the left. The statistics themselves are very similar to what was described in the chapter on Facebook video (see chapter 4.1.9) and you may want to read that part of this guide first, before continuing here.

Just as with Facebook, audience retention (Image 28) is one of the most interesting and most useful metrics, since it shows you how long you were able to keep your audience's attention. If audience retention drops off very rapidly, you should investigate what turned your audience off.
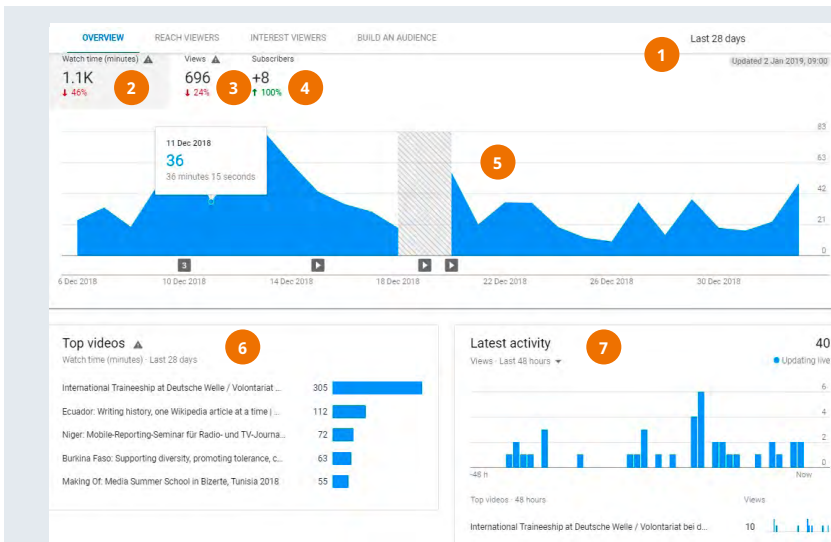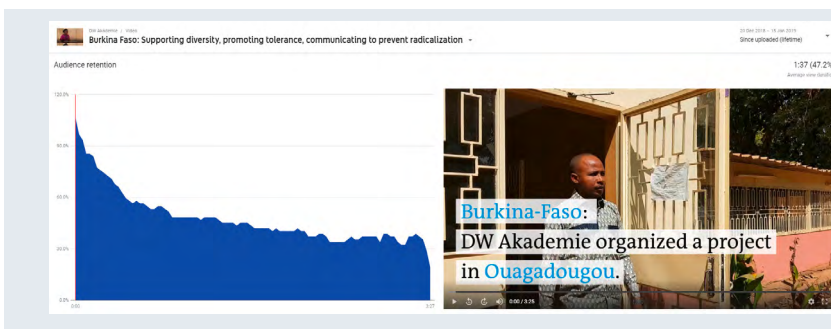

Image 27 YouTube — Analytics Overview.

Image 28 Audience retention (left) shows you exactly when people stopped watching your video (right).

One of the metrics that is special to YouTube is a funnel that shows how impressions led to views (see Image 29). This funnel is available for the whole channel and for individual videos.

On YouTube, an **impression** is counted each time someone sees a thumbnail of your video. If the user then starts the video, it is counted as a **view**, no matter how long someone then watches the video.

The path from impressions to views is interesting, because many people decide whether they will watch a video or not based on the thumbnail. If your ›**click-through** rate is very low, it may be worth spending more time on selecting engaging thumbnails so that more people click on your videos.

Making money with YouTube videos
Successful video content can generate extra revenue for media outlets and YouTube has been helping content creators monetize their YouTube videos for years by sharing YouTube's advertising revenue. YouTube's partner program is accessible to content producers from most countries around the world, but requires that the channel was watched for a total of at least 4,000 hours in the previous 12 months and that the channel has at least 1,000 subscribers. To see whether you are eligible to join the partner program, go to
www.youtube.com/account_monetization

Impressions and how they led to watch time ⓘ
Data available 6 Dec 2018 – 2 Jan 2019 (28 days)

Impressions
7.4K
5% from YouTube recommending your content ⓘ

3.7% click-through rate

Views from impressions
273

1:30 average view duration

Watch time from impressions (minutes)
410

Image 29 Impressions and how they lead to watch time.

If you want to know more about YouTube Analytics, take a look at this training course:

– **YouTube: YouTube Analytics**
  https://creatoracademy.youtube.com/page/course/analytics-series?hl=en-GB

YouTube Analytics on mobile devices

If you don't have access to a desktop computer with a sufficiently fast Internet connection, you can use the "**YouTube Studio**" app on your mobile phone. It is available from the Google Play or iTunes store. YouTube's app is much closer to the desktop version than Facebook's page manager, which makes it more appropriate for the task. Nevertheless, we recommend that you analyze your YouTube channel on a desktop or laptop computer.

4.5 Tracking links with Bit.ly (advanced)

One of the challenges when sharing links to your content all over the social web is that it can be difficult or time-consuming to figure out where you are being most successful. Google Analytics (see chapter 4.6) can help you understand traffic that arrives at your own site, but on social media you will often share links to other sites; content that your audience will find interesting, for example, or links to the websites of your advertisers.

As discussed above, Twitter and Facebook contain tools that track clicks on your Tweets and your Facebook page. But there is no easy way to track clicks in WhatsApp groups, Instant Messenger chats or in Facebook groups.

Bit.ly is a so-called link-shortening service that can help you track clicks from all over the Internet, no matter where you shared your link; however, it requires a lot of discipline on your part since you have to remember to use the shortened URLs all the time, or else your statistics will be incomplete. If you are posting from many different devices or if many different users are producing content for your social channels, this will probably not work.
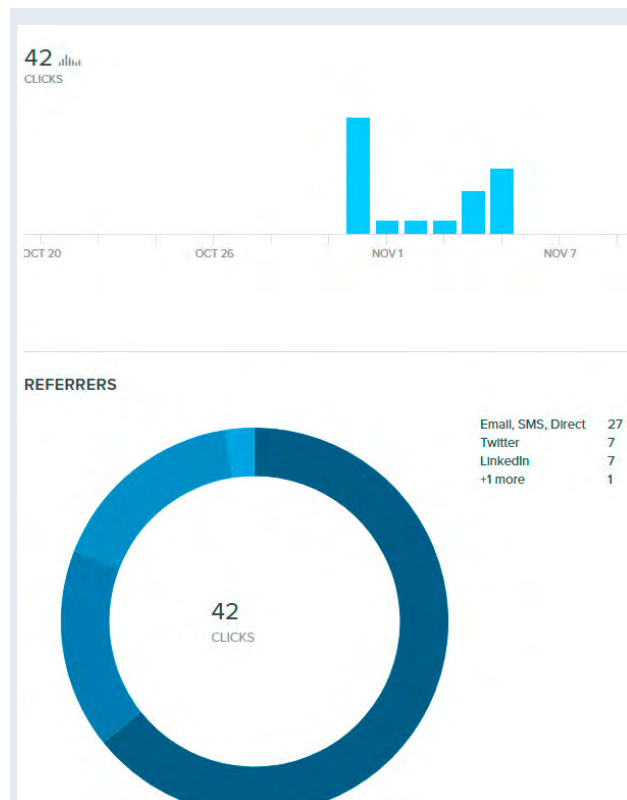

Image 30 Link-shorteners can show you when and where all clicks on that particular link originated.

How link-shortening services work
Link-shortening services take long links like www.dw.com/en/10-tips-to-making-social-media-more-relevant-in-africa/a-19003412 and turn them into something much shorter, such as http://bit.ly/2FPQRrW.

To use a service such as bit.ly you first need to create a free account and then copy and paste each long link you want to share to bit.ly, before copying and sharing the shortened URL on social media. Bit.ly provides a free browser extension (https://bitly.com/pages/tools) that can help streamline the process, but it remains an extra step you need to take for each link you want to share.

Once a link has been shortened, every click on the shortened link first goes to the link-shortening services before being forwarded to the final destination. Because of this, link-shortening services can create detailed statistics about where clicks originated from, irrespective of the source. However, this only works if you consistently use the shortened version of the Internet address.

More information:

– **Buffer: The Beginner's Guide to URL Shorteners: How to Shorten and Track Links for Social Media**
  https://blog.bufferapp.com/url-shorteners

– **Bit.ly: Dark Social: What it is and why you should care**
  https://bitly.com/blog/dark-social-care

4.6 Google Analytics (advanced)

This guide focuses on social media analytics and not on website analytics. This has two reasons: 1) We found that many small and medium-sized media outlets don't have functioning websites. 2) Google Analytics, which is the most commonly used, free website analytics tool, is very complex and we couldn't have done it justice as part of this short guide.

If you want to know more about Google Analytics, take a look at the following resources:

– **Google Academy: Google Analytics for Beginners:**
   https://analytics.google.com/analytics/academy/course/6

– **AdEspresso: Google Analytics: a Guide To Setup, Track, and Measure Results**
   https://adespresso.com/blog/google-analytics

– **Understanding Google Analytics: A Simple Guide to Advanced Terms**
   www.razorsocial.com/understanding-google-analytics

– **Social Media Examiner: How to Track Dark Social Traffic in Google Analytics**
   www.socialmediaexaminer.com/how-to-track-dark-social-traffic-in-google-analytics

In addition, here are a few resources related to Google Analytics that can be helpful if your website is using one of the following content management systems (CMS). If you don't know which CMS your website is using, ask your web manager or your Internet host.

WordPress:

– **How to Install Google Analytics in WordPress for Beginners**
   www.wpbeginner.com/beginners-guide/how-to-install-google-analytics-in-wordpress

– **The 5 Best Google Analytics Plugins for WordPress**
   https://medium.com/@AmDee_Elyssa/the-5-best-google-analytics-plugins-for-wordpress-6c4c65678d49

Joomla!:

– **7 Effective ways to Quickly Add Google Analytics to Joomla**
   www.collectiveray.com/joomla/tutorials/google-analytics

Drupal:

– **Set Up Google Analytics on Your Drupal Site in 3 Steps**
   www.optasy.com/blog/how-set-google-analytics-your-drupal-site-dead-simple-step-step-guide

– **Video: Installing Google analytics with Drupal 8 tutorial**
   www.youtube.com/watch?v=at2Nbk1NS30

Squarespace:

– **Using Google Analytics with Squarespace**
   https://support.squarespace.com/hc/en-us/articles/205815608-Using-Google-Analytics-with-Squarespace

5 Reporting

Finding information and analyzing your data is of course only the first part of your work. You will probably also have to produce regular reports on how your digital channels are performing.

While there is no single reporting template that works for everyone, here are some key components that are part of almost all of them:

– Review your SMART indicators (see 2.2 Be SMART) and think about how you can measure them and with what frequency you want to report on them (for example once per month).

– List each of your social channels so that they can easily be compared. This can, for example, be done in different tables, different rows in the same table or different slides in a PowerPoint presentation.

– At the very least, for each channel measure:
  - Followers or fans
  - Engagement
  - Reach or impressions
  - Number of posts

– Show how these figures have changed compared to the previous reporting period, both in absolute numbers and as a percentage.

If you are unsure about the significance of these metrics, go back to 2.3 Measuring the size of your social media audience and Box 4 Why "engagement" is the most important metric of all.

When reporting, be keenly aware of whom you are reporting to/for. You might be reporting to the owner of your media outlet, advertisers, your editor-in-chief or those who themselves produce the content for social media. Depending on the recipient, make sure that the data you provide is in line with what they are interested in.

While social media analytics are very useful for finding out what your audience wants and appreciates, data never tells the full story and it's there to supplement the experience that editors and journalists take on board from day to day. It is important to foster an understanding of what the metrics mean, what they can tell you and what they can't. Metrics describe the behavior of your users very accurately, but they can hardly explain why they behave in the way they do, and it is up to the editors / journalists to decide how to act on the data. Uniting the knowledge already available to you with the additional insights you gain from social media analytics

(as well as audience research and/or web analytics) is key to improving your daily editorial output. If it was simply about maximizing your reach, you could post cat videos every day. It is more about weighing what your outlet stands for against what you can realistically expect in terms of reach and engagement.

Below is a list of useful links and free templates that you can adapt to your own needs without having to start from scratch:

– **Co-Schedule: The Best Social Media Report Template to Show Your Results**
  https://coschedule.com/blog/social-media-report-template

– **Buffer: How to Create a Social Media Report and Explain It to Your Boss or Client**
  https://blog.bufferapp.com/social-media-report

To compare your own reporting to best practice reporting of renowned media houses like the Guardian or the Huffington Post, read this:

– **Editorial Analytics: How News Media are Developing and Using Audience Data and Metrics**
  https://reutersinstitute.politics.ox.ac.uk/sites/default/files/research/files/Editorial%2520analytics%2520-%2520how%2520news%2520media%2520are%2520developing%2520and%2520using%2520audience%-2520data%2520and%2520metrics.pdf

6 Trainers' guide

This guide is meant to work as a stand-alone document for anyone who wants to become familiar with the basics and best practice of social media analytics.

However, most people will benefit from face-to-face training in addition to this document. Below are some suggestions to help facilitate these training courses.

Before the training session:

– **Keep it small:** DW Akademie recommends that no more than 12 people should be trained at the same time.

– **Research existing channels:** Find out which channels the participants are already using.

– **Clarify expectations:** Make it clear whether your training is about social media production and content management, or about social media analytics. If you offer integrated training, explain how much time you intend to spend on the different aspects. You don't want to start an analytics workshop only to find that the participants were expecting to learn about content production!

– **Clarify existing capability:** Social media analytics can be incorporated into any social media training, but analytics training cannot replace general social media training. Participants who do not have basic social media management skills will likely be overwhelmed by analytics training. Make sure to only invite people to an analytics workshop who are already familiar with these basics.

– **Discuss the length of the training:** During the creation of this document, DW Akademie asked partners how long they think a social media analytics training course should be. The answers ranged from half a day to five days. Discuss with the media outlets that you intend to train, what timeframe makes sense for their participants based on their existing capacity, infrastructure and interest. There is no solution that will fit all needs.

– **Collect reflections:** The guiding questions (see Box 1) are a good place to get participants started on thinking about the training. Ask the participants to send you their answers to these or similar questions before the training.

– **Hardware and environment:** Many people prefer to be trained on site, so that they can learn in their customary environment (i.e. with the computer or phone and Internet connection they normally use). On the other hand, some people find it easier to focus if they are trained in a different location, since that reduces the number of interruptions. Find out what works best for your participants.

– **Reporting**: If you are including reporting in the training, make sure to modify what you are showing to the needs of the participants. Remove superfluous channels (e.g. Pinterest) from the templates that you share with the participants.

During the training:

– If you are training people on Twitter Analytics, assume that not everyone has an account. Budget at least 45 minutes to get people set up on Twitter Analytics or invite people to come to the training 45 minutes earlier if they don't already have a Twitter Analytics account.

– Create your own version of the FAQs from chapter 1. Collect questions from the group at the start of the course.

– People love playing with tools, but the tools are meaningless if they don't understand the underlying fundamentals. Make sure to go through important concepts like "engagement" and "reach" and make sure that participants have understood them. Laptops should be closed during that time.

– Encourage people to use their own accounts to follow and replicate what you are showing. Use or modify the exercises you can find in this guide. All exercises are also available in the separate Social Media Analytics Worksheets that you can download from the DW Akademie website.

– Leave plenty of room for questions, and in-person support.

7 Glossary

Ad impression
One successful ad call—one ad loading on a webpage is one ad impression. This is what is meant most of the time when the word impression is used; however, it is important to differentiate from a page impression, which refers to when the webpage itself loads.

Audience
The people you want to reach, as well as those you are already able to reach with your content. This includes all your followers plus anyone who sees or interacts with your posts in their feed.

Audience analysis
Researching the interests, preferences, demographics, location, and other aspects of a group. This could be a broad audience, like "all Tumblr users" or a much narrower group, like "20 to 25-year-old female fans of Manchester United in Nigeria." The insights you gain from audience analysis depend on the depth of your research. While your own audience is a great place to start with audience analysis, looking at your competitors' audiences and comparing them to your own can help you gain insights into how to stay ahead of the competition.

Benchmark
A point of reference for a specific metric against which measurements can be compared.

Boosted post
Without paid advertising, only 6 % of posts are seen (see 2.3 Measuring the size of your social media audience). This means that Facebook content from brands is often 'boosted' to increase visibility. By paying Facebook to boost a post, you can define a specific audience based on demographic and behavioral data to whom your content will be shown.

Bots
On social media, accounts that post automated content or spam are referred to as bots. It's important to filter out such posts and accounts for accurate social media analysis.

Bounce rate
In web analytics, the percentage of visitors who leave after viewing a single page. In email marketing, the percentage of emails in a campaign that are undeliverable.

Click-through rate (CTR)
The average number of click-throughs per hundred ad impressions expressed as a percentage. The click-through rate formula calculates how frequently people click on your ads. CTR = Total measured clicks divided by total measured ad impressions x 100. The total measured clicks are the total

amount of clicks on an ad (which were counted by a server) and the total measured ad impressions are defined by the number of times an ad was loaded on a page (and counted by a server).

Digital analytics
The collection of data to analyze the user's behavior to improve or optimize conversion of a website, social media, mobile apps and mobile sites. The term describes the process of collection, measurement and analysis of user activity to understand and help achieve the intended objective.

Engagement
The interaction of a user with a brand, whether by liking, commenting, sharing their articles, website, images, etc.

Engagement rate
A popular social media metric used to describe the number of interactions—likes, shares, comments—a piece of content receives. Interactions can tell you how your messages are resonating with your fans and followers. For example: The number of total link clicks, retweets, favorites and replies to your Tweets, etc., divided by the number of impressions.

Facebook fans
The people who like your Facebook Page.

Followers
A user on social media who chooses to receive updates about your social media activities. Your updates will be presented to them via their feeds. The number of people who follow you is presented as "Followers" which can typically be seen via your profile page.

Geotargeting
A tactic used to deliver different content to users based on their geographical location. It also enables social media managers to create specific messaging and content for exclusively relevant audiences.

Hashtag
A word or phrase preceded by the # symbol, which serves as a tag for content on social media. Hashtags are searchable, allowing users to find content that has been tagged with the hashtag that they searched. Popular hashtags include terms like #photooftheday, terms related to sport events such as #olympics or political events such as #2019elections

Impressions
The number of times a piece of content is displayed, whether it is interacted with or not. People may see multiple impressions of the same piece of content. For example, someone might see a page update in his/her news feed once, and then a second time if their friend shares it. Sometimes also referred to as 'page impressions'.

Key Performance Indicator (KPI)
A measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use key performance indicators at multiple levels to evaluate their success at reaching targets. High-level KPIs may focus on the overall performance of the enterprise, while low-level KPIs may focus on processes or employees in departments such as sales, marketing or a call center. Defining key performance indicators can be a tricky business. The operative word in KPI is "key" because every KPI should relate to a specific business outcome with a performance measure. KPIs are often confused with business metrics. Although often used in the same spirit, KPIs need to be defined according to critical or core business objectives.

Like
An interaction a user has with a piece of content on social media, indicating they enjoy the content.

Link clicks
The number of times links within your content were clicked on.

Organic reach
The number of unique people who view your content without paid promotion. The distinction between organic and paid reach is, of course, that organic reach is free. People come across organic content through feeds, streams, posts, pages of their contacts, etc.

Paid reach
Paid social media is anything that is influenced by advertising money spent. Any piece of content in your news feed that is labeled as "sponsored" (on Facebook) or "promoted" (on Twitter) is paid social media. Paid social media includes boosted posts, ads optimized for clicks, lead generation forms and video ads, and can be targeted with a variety of demographic and behavioral factors.

Pageviews
The instance of an Internet user visiting a particular page on a website. A pageview is recorded whenever a full page of your website is viewed or refreshed. Sometimes simply referred to as 'views'.

Reach
A social media metric that tells you how many people have seen your post. It differs from impressions in that even if a user sees your post multiple times, they still only count as one person reached. Reach is an important metric for understanding how large the audience for your content is and measuring your progress toward spreading awareness of your content.

Retweet
An action on Twitter whereby a user reposts someone else's Tweet into their feed.

Search Engine Optimization (SEO)
The process of choosing targeted keyword phrases for a website, and ensuring that the site places well when those keyword phrases are part of a web search.

Social media analytics
Extracting valuable insights from social media data to enable informed and insightful decision making.

Social sharing
Sending photos, videos, product recommendations and links to friends with social networking accounts.

Targeting
Refers to how you select the potential audience for your content. For example, most social platforms allow you to select which users should see your paid content based on age, location, gender, interests, and a variety of other factors. Targeting options are one of the most important aspects of creating effective ads on social media. Facebook also provides targeting options for organic content (see also: 4.1.4 Post engagement).

Thread
Beginning with an original post, the conversation and comments that follow.

Traffic
The number of users who visit a given website or page. In a social media context, increasing traffic is a common marketing objective for social media marketers who want to drive their audience to a blog, or another website.

Tweet
The name of a post on Twitter, traditionally made up of a short phrase of up to 240 characters. Tweets can also contain images, videos and polls.

Unique visitor

A term used in web analytics to refer to a person who visits a site at least once within the reporting period. Each visitor to the site is only counted once during the reporting period, so if the same IP address accesses the site many times, it still only counts as one visitor. Special measures are taken by analytical programs to filter out visits that are not human, such as visits from spiders, crawlers and other bots. A unique visitor is also known as a unique user.

Visits

The number of times a site is visited, no matter the number of › **unique visitors** that make up those sessions.