EDU-CON SOCIAL MEDIA SEMINAR 2012

SOCIAL MEDIA ANALYTICS

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EDU-CON GmbH - November 2012

#SoMeSeminar2012
INTRODUCTION

• Working for Edu-Con GmbH since beginning of 2008
• BA in Information&Communication Management
• responsible for IT-Product Development
• big database unification process
• about 200 DBs with more than 70000 tables and 20m records

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AGENDA

this is the third year and you’ve all come a long way

- **1st year**: website analytics and importance of bounce rate
- **2nd year**: handle social media your social media workload
- **this year**: social media analytics and your ROI

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AGENDA

• Overview and clarification on the field of expertise
• Example thread about “social media analytics tools” on LinkedIn
• Tear-down of the LinkedIn Discussion
• Presentation of results: What tools are discussed?
• The Pitfalls: statistics, analytics and your ROI

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OVERVIEW AND CLARIFICATION ON THE FIELD OF EXPERTISE
WHAT DO HIGHER ED MARKETERS NEED?
EXAMPLE THREAD ABOUT “SOCIAL MEDIA ANALYTICS TOOLS” ON LINKEDIN

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SOCIAL MEDIA ANALYTICS
An interesting discussion on LinkedIn

“Can you recommend a Social Media Analytics tool?”
I run multiple social media accounts ... but I’m struggling to keep on top of how each account and platform performs. Is there an analytics package that measures ... engagement, followers etc ... ? I use HootSuite to manage the accounts ... but not the Report Builder?

Any help would be greatly appreciated! Thanks, Hannah

Hannah Jones on LinkedIn October 2012

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An interesting discussion on LinkedIn

1. There were 143 answers in this topic within 4 weeks
2. There were a total of 36 different tools mentioned/recommended
3. Some comments mentioned helpful tools
4. But some people replied they use tools that don’t do metrics

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PRESENTATION OF RESULTS: WHAT TOOLS ARE DISCUSSED?
SOCIAL MEDIA ANALYTICS TOOLS

The Top 5 recommended tools

Good & affordable options:
★ Sprout Social
★ HootSuite
★ Google Analytics

Expensive options:
★ Adobe Social
★ Radian 6 by Salesforce

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SPROUT SOCIAL - PRICING AND FEATURES

What will it cost you and what will it do for you?

<table>
<thead>
<tr>
<th></th>
<th>per Month</th>
<th>per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Social Profiles</td>
<td>€39</td>
<td>€468</td>
</tr>
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<td>20 Social Profiles</td>
<td>€59</td>
<td>€708</td>
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<tr>
<td>+Contact Management</td>
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<td>+Help Desk</td>
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<tr>
<td>50 Social Profiles</td>
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<td>€1188</td>
</tr>
<tr>
<td>+Viral Optimization</td>
<td></td>
<td></td>
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<tr>
<td>+Unlimited Reporting</td>
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</tbody>
</table>

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SPROUT SOCIAL - PRICING AND FEATURES

GROUP TRENDS  November 6, 2012 - November 12, 2012

- INCOMING MESSAGES: 309
- SENT MESSAGES: 17
- NEW TWITTER FOLLOWERS: 250
- NEW FACEBOOK FANS: 250

308 INTERACTIONS BY 294 UNIQUE USERS 764.8K IMPRESSIONS

AUDIENCE DEMOGRAPHICS Across Edu-Con GmbH’s Twitter and Facebook accounts

TWITTER FOLLOWERS
- 69% MALE FOLLOWERS
- 31% FEMALE FOLLOWERS

FACEBOOK IMPRESSIONS DEMOGRAPHICS
- 49% MALE FANS
- 51% FEMALE FANS

Gathering Account Demographics Data
We’re digging deep to learn more about your followers. This may take some time.

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SPROUT SOCIAL - PRICING AND FEATURES

YOUR CONTENT

BY STORY TYPE

- Link: 18
- Video: 4
- Status: 3
- Photo: 2

AVG. PER POST

- Reach: 3.8k
- People Talking About This: 4
- Engagement: 4%

TOTAL

- Reach: 98.1k
- People Talking About This: 80
- Engagement: 1%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed.

Message Sent:

- Leisure Management auf Englisch studieren – Bist du neug...
  November 8, 2012 at 11:26 am

- Bist du neugierig darauf, wie andere ihre Freizeit verbrut ...
  November 8, 2012 at 11:08 am
  Reach: 1.3k Engaged: 97 Talking: 2 Likes: 2 Comments: -- Shares: -- Engagement: 7.5%

- Bist du neugierig darauf, wie andere ihre Freizeit verbrut ...
  November 8, 2012 at 10:57 am

- Die Radboud Universiteit Nijmegen und de Uni Groningen b ...
  November 7, 2012 at 9:00 am
  Reach: 37.1k Engaged: 148 Talking: 24 Likes: 21 Comments: 4 Shares: 1 Engagement: 0.4%

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SPROUT SOCIAL: PROS AND CONS

**PROs**

+ Gathers Stats on all relevant platforms
+ Excellent and better looking Reporting
+ Includes superb Social Media Management

**CONs**

- Cheap but not free

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THE PITFALLS: STATISTICS, ANALYTICS AND YOUR ROI

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Try to make sense out of the data and information

I USED TO THINK
CORRELATION IMPLIED
CAUSATION.

THEN I TOOK A
STATISTICS CLASS.
NOW I DON'T.

SOUNDS LIKE THE
CLASS HELPED.
WELL, MAYBE.

XKCD-Comics

http://www.kaushik.net/avinash/facebook-advertising-marketing-best-metrics-roi-business-value/

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Try to make sense out of the data and information

• The higher the population of stork in a country
• The higher the birth rate of that country
• We have correlating numbers - but of course the stork isn’t the cause


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My suggestion for your analytics and resulting numbers and strategy is therefore:

Make educated guesses on your numbers and take small baby steps but take them often

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THE PITFALLS: HOW TO MEASURE ROI?
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Why we need to see ROI on Facebook different

1. ROI on Facebook differs from your Websites ROI
2. The focus does is the “direct conversion”
3. The ROI focus is your macro-community (people liking your page)
4. Starting with getting a “like” you are in their daily life - huge success!

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Pitfalls and Notices

• Unexplainable increase in reach starting on 3 July 2012
  • Facebook included mobile reach into the reach calculation
  • Your stats on reach before and after July third can’t be compared

http://www.lunametrics.com/blog/2012/08/07/facebook-posts-optimizer/

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THANK YOU FOR YOUR ATTENTION!

scan code to add me to your contacts

DO YOU HAVE ANY QUESTIONS?