



MSKTC
SCI • TBI • BURN

Model Systems
Knowledge Translation
Center

Web Clinic: Social Media Analytics

December 8, 2015

3:00-4:00 p.m., EDT



Welcome and Introductions

► Presenters

- Amber Hammond, MSKTC
- Karla McKenzie, MSKTC



Objectives

- ▶ Understand the **importance** of social media analytics
- ▶ Identify social media analytics **tools**
- ▶ Recognize key tracking **metrics**
- ▶ Explore a **social media management tool**
- ▶ Learn how to **report** social media analytics
- ▶ Review the MSKTC social media report **template**
- ▶ Discover which social media data to **collect** from the parent organization
- ▶ Discuss specific **analytics questions** about Model System social media activities



Why Track Analytics?

- ▶ Optimization
- ▶ Strategy Change
- ▶ Return on Investment

VISION
PLAN
TEAM
MARKETING
GROWTH
SUCCESS



Elements of Measurement

- ▶ Exposure
- ▶ Influence
- ▶ Engagement
- ▶ Conversion



Analytics for Facebook, Twitter, Pinterest



Image Sources:

<https://pixabay.com/en/icons-symbols-facebook-button-842893/>

<https://pixabay.com/en/icons-symbols-twitter-button-847272/>

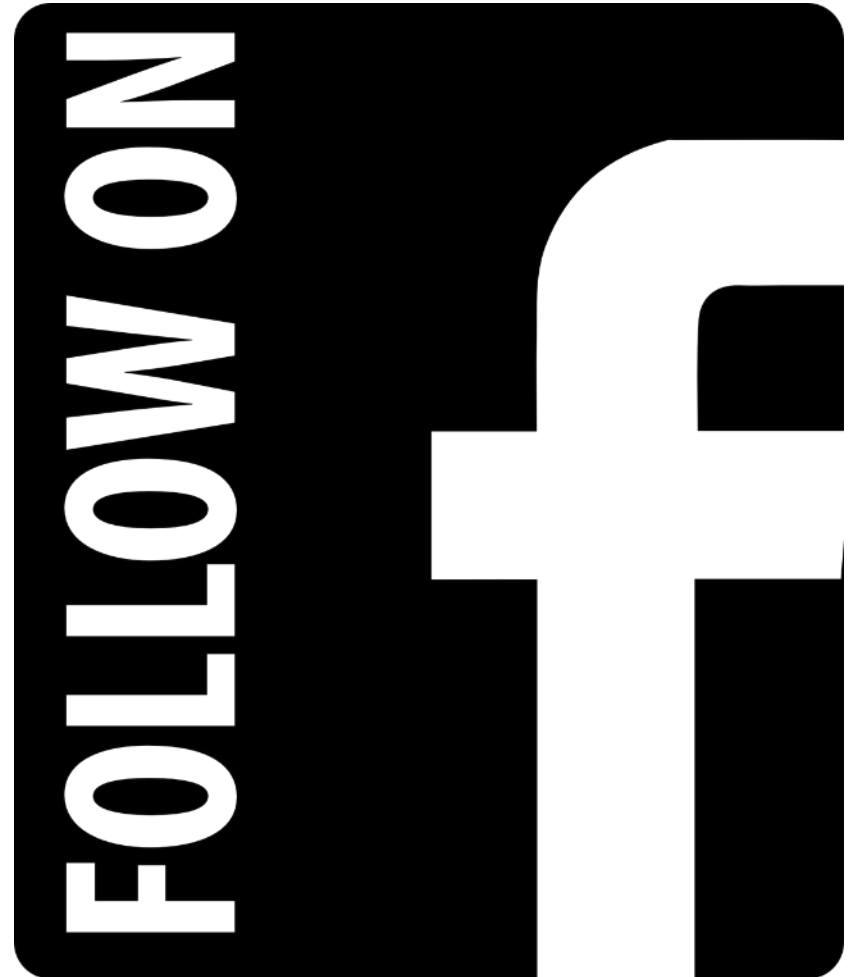
<https://pixabay.com/en/icons-symbols-pinterest-button-847279/>

Facebook Analytics Tool: *Facebook Insights*



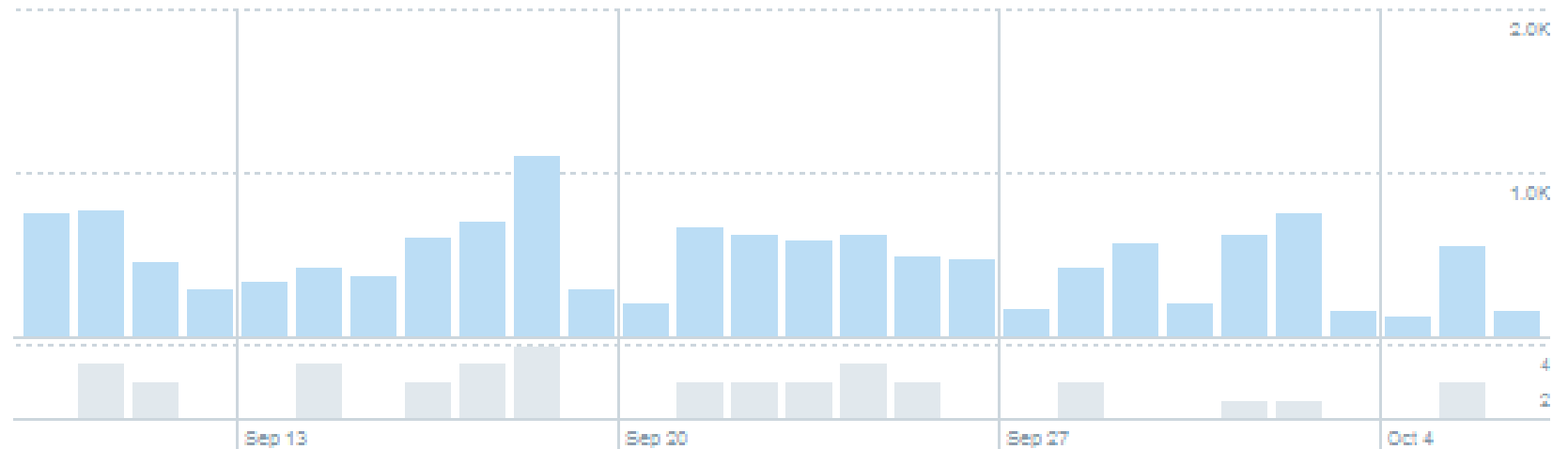
Facebook Metrics to Watch

- ▶ Likes
- ▶ Reach
- ▶ Visits
- ▶ Posts
- ▶ People



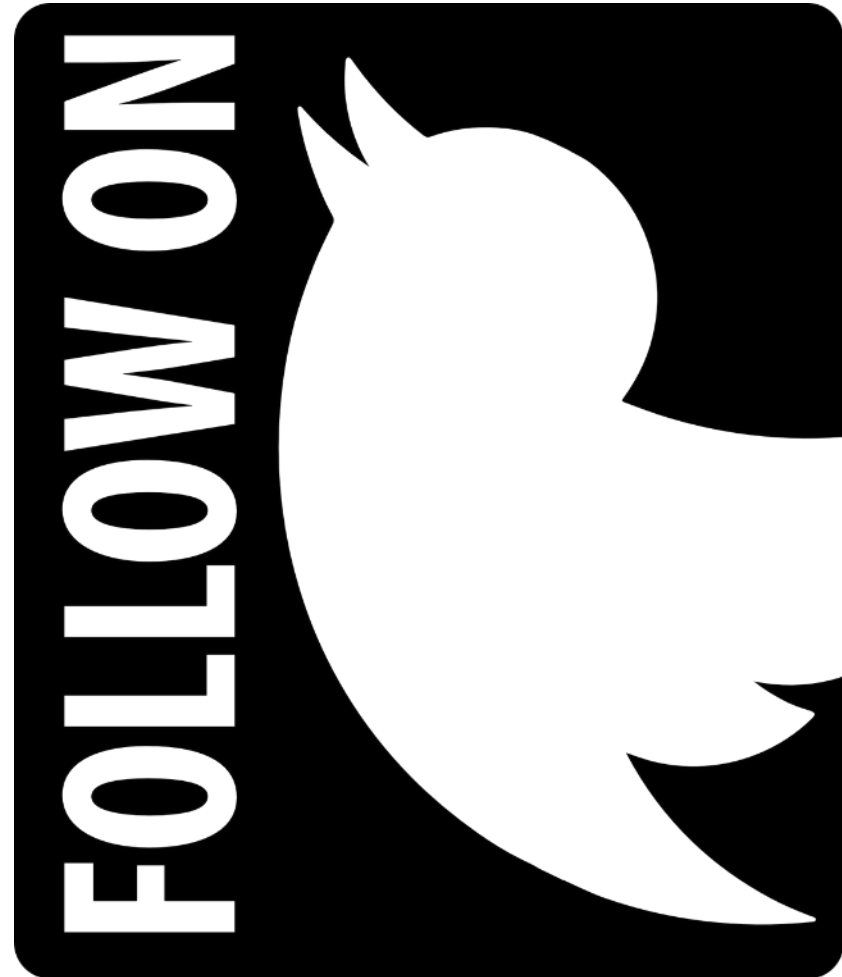
Twitter Analytics Tool: *Tweet Activity*

Your Tweets earned **13.9K impressions** over this 28 day period



Twitter Metrics to Watch

- ▶ Impressions
- ▶ Engagements
- ▶ Clicks
- ▶ Retweets
- ▶ Favorites
- ▶ Replies/Mentions

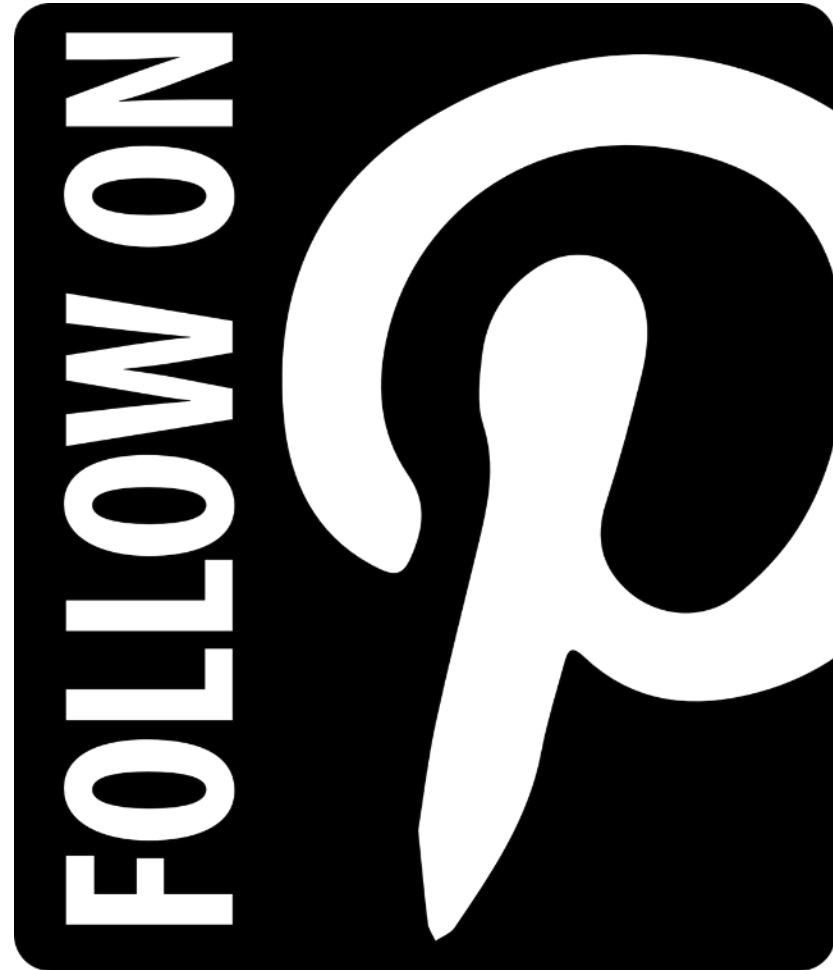


Pinterest Analytics Tool: *Pinterest Web Analytics*



Pinterest Metrics to Watch

- ▶ Pins From Your Website
- ▶ Repins From Your Website
- ▶ Reach
- ▶ Website Referrals



Social Media Management Tool: *Hootsuite* *Analytics*



Image Source: <https://pixabay.com/en/man-boy-stylish-internet-network-516336/>

MSKTC Use of Hootsuite Analytics

The screenshot displays the Hootsuite dashboard interface, which is organized into several columns and rows of social media content. At the top, there are browser tabs for SCI_MS (Twitter), TBI_MS (Twitter), BURN_MS (Twitter), and other related sites. The dashboard includes a navigation sidebar on the left with icons for home, streams, and analytics. The main content area is divided into several panels:

- #spinalcordinjury | #spinalcor...:** A feed of tweets from SCIRehabAtHome and ICORD_SCI, including retweets and video thumbnails.
- Key SCI Players SCI_MS:** A feed of tweets from ReeveFoundation, PVA1946, and ShepherdCenter, featuring text updates and photos of people in costumes.
- Mentions SCI_MS:** A feed of tweets mentioning JSpinalCordMed and UABSCIMS, with text updates and video thumbnails.
- Spinal Cord Injury Search:** A search results panel showing tweets from SPINALpedia and rclonfero, including text updates and video thumbnails.
- My Tweets SCI_MS:** A list of tweets sent by the user, including updates from SCI_MS and UABSCIMS.
- Scheduled SCI_MS:** A list of tweets scheduled for future posting, including promotional messages from MSKTC.

Using Social Media Reports



Image Source: <https://pixabay.com/en/macbook-laptop-business-work-924781/>

MSKTC: Overall, Twitter

Month	Month 2015						
	# of post	# of post <i>previous month</i>	# of post <i>current month</i>	Reach	Audience # current month	Audience # previous month	+/- Audience #
Twitter							
Facebook							
Linked In							
Blog							

Twitter 2015-2016									
Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
# of post									
# of followers									

MSKTC: Blog, Facebook

Blog 2015-2016									
Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
# of post									

Facebook 2015-2016									
Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
# of Post									
Audience									
Gender of Likes relative to FB									
Country of Likes									

MSKTC: Newsletter, LinkedIn, Insights

MSKTC Headlines Tracking									
Issue #	Date	# of Recipients	Opened	Bounce	No Info	Clicked	Unsubscribed	Forwarded	Complained
36									
37									
38									
39									
40									
41									

LinkedIn											
Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov
<i># of Connections held by profile</i>											

Newsletter Subscribers											
Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov
<i># of subscribers</i>											

Comments, Observations, or Insights	
Insight	

MS Metrics within the Larger Organization



Image Source: <https://pixabay.com/en/man-boy-stylish-internet-network-475559/>



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Your Questions?

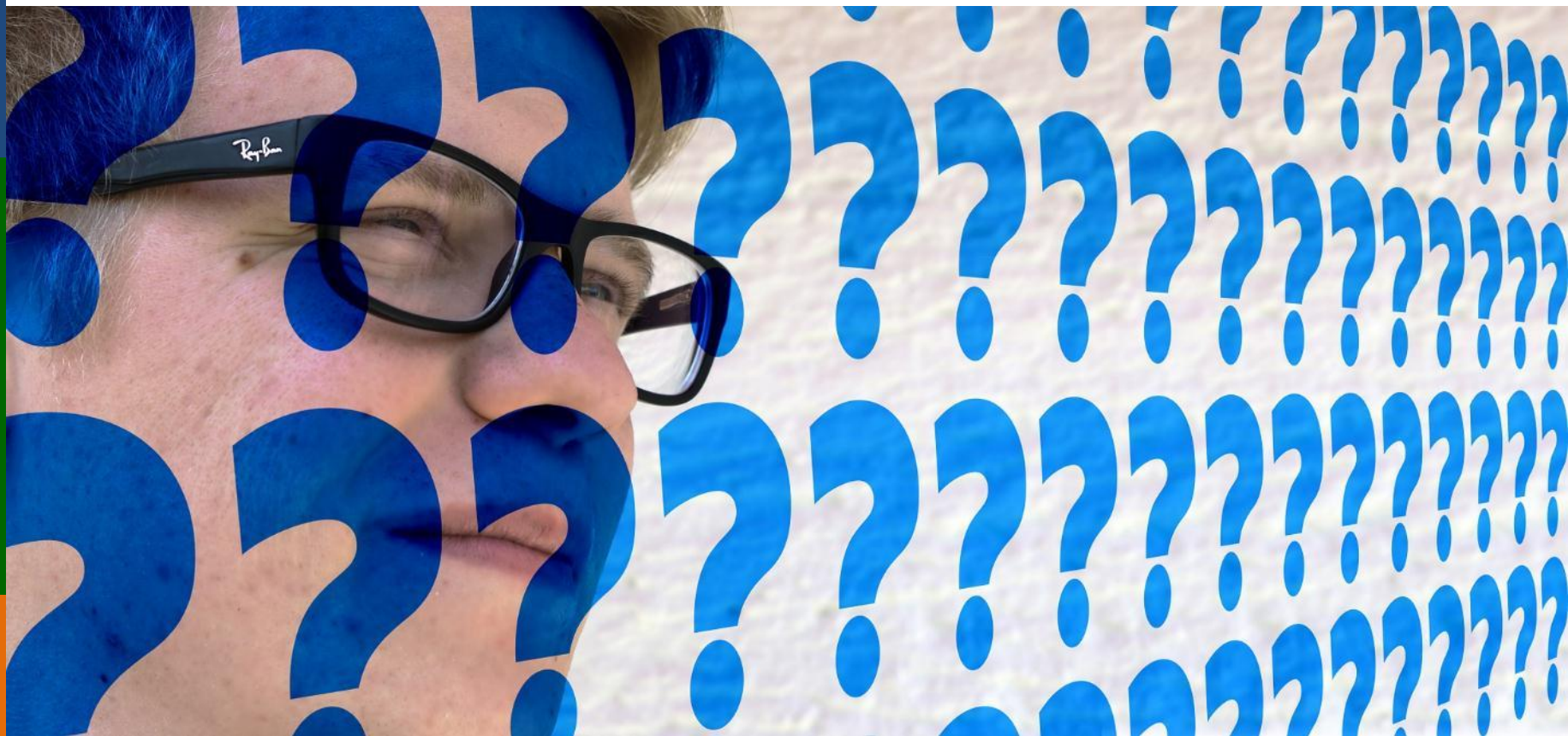


Image Source: <https://pixabay.com/en/man-boy-face-view-direction-479670/>

Your Questions

- ▶ How are people using Pinterest in communicating about research?
- ▶ To demonstrate KT - what analytics are best to use and communicate to funding agencies?
- ▶ Can we divide 'reach' and 'engagement' when using analytics?
- ▶ Use of polling in Facebook - how to measure the effectiveness of that strategy other than response numbers?
- ▶ How can social media be used to help track patients who join our MS research studies?



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Thank you!



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