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Web Clinic: Social Media Analytics

December 8, 2015

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

AIR
AMERICAN INSTITUTES FOR RESEARCH®

GEORGE MASON UNIVERSITY

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Welcome and Introductions

▶ Presenters

- Amber Hammond, MSKTC
- Karla McKenzie, MSKTC

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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

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Why Track Analytics?

▶ Optimization
▶ Strategy Change
▶ Return on Investment

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Elements of Measurement

- ▶ Exposure

- ▶ Influence

- ▶ Engagement

- ▶ Conversion

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Analytics for Facebook, Twitter, Pinterest
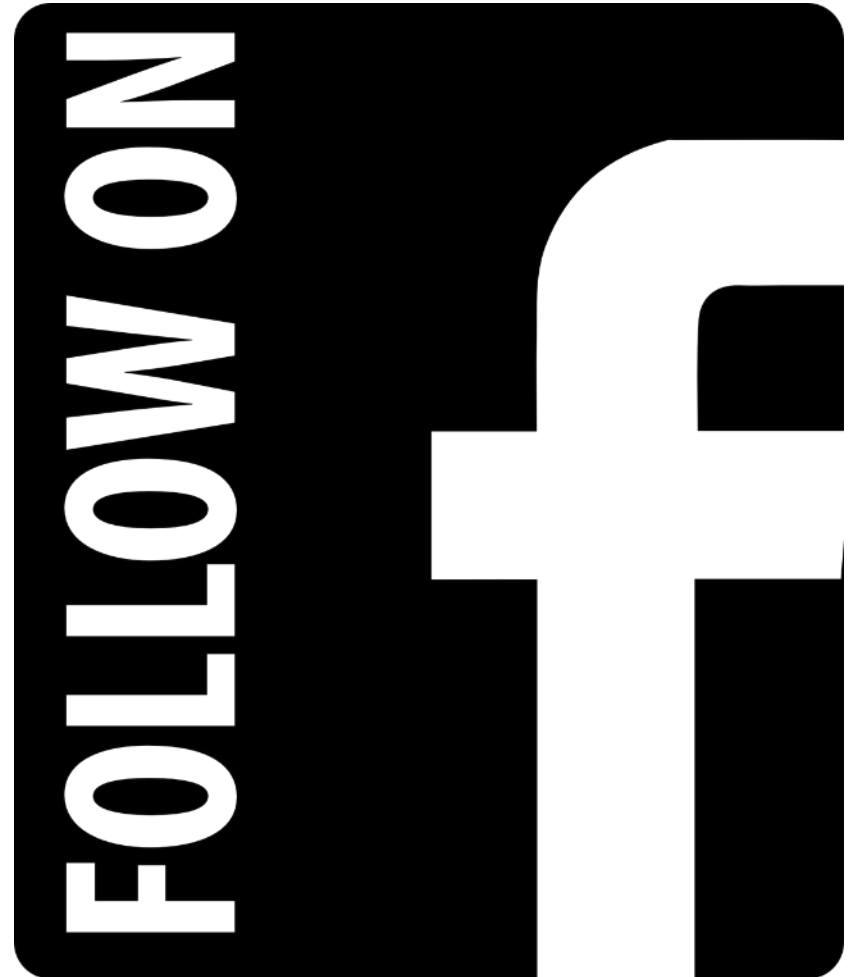
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Facebook Analytics Tool: *Facebook Insights*

Facebook Metrics to Watch

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

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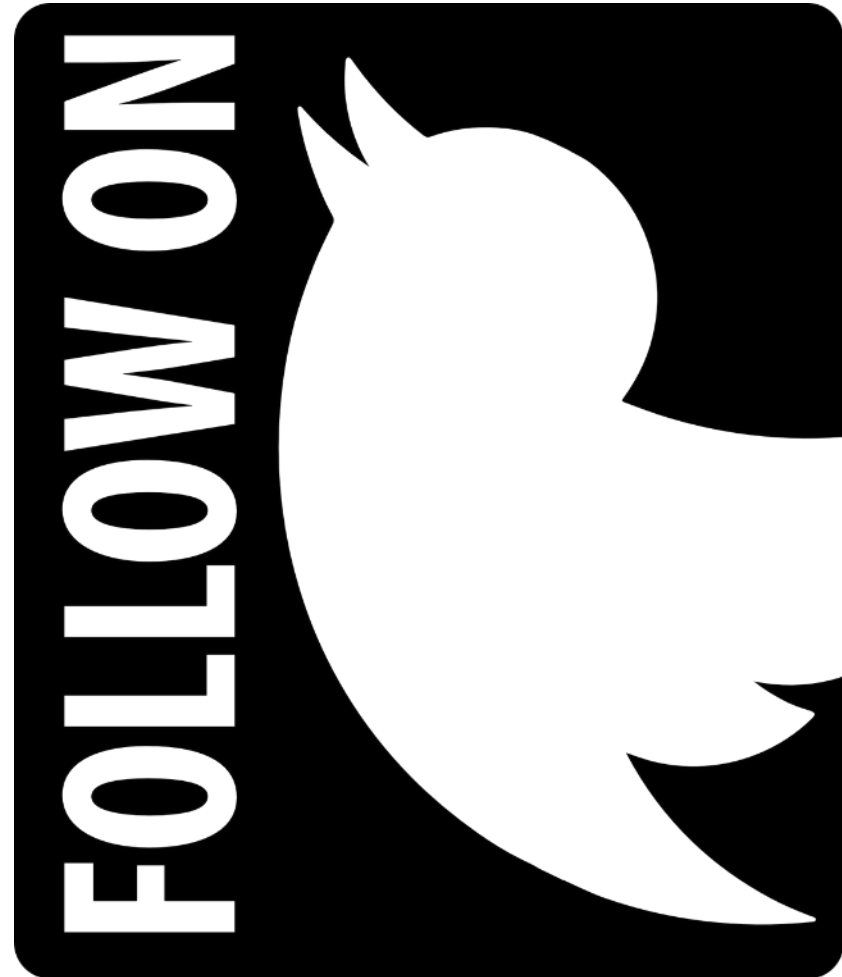SCI · TBI · BURN | Knowledge Translation
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Twitter Analytics Tool: *Tweet Activity*

Your Tweets earned **13.9K impressions** over this **28 day** period
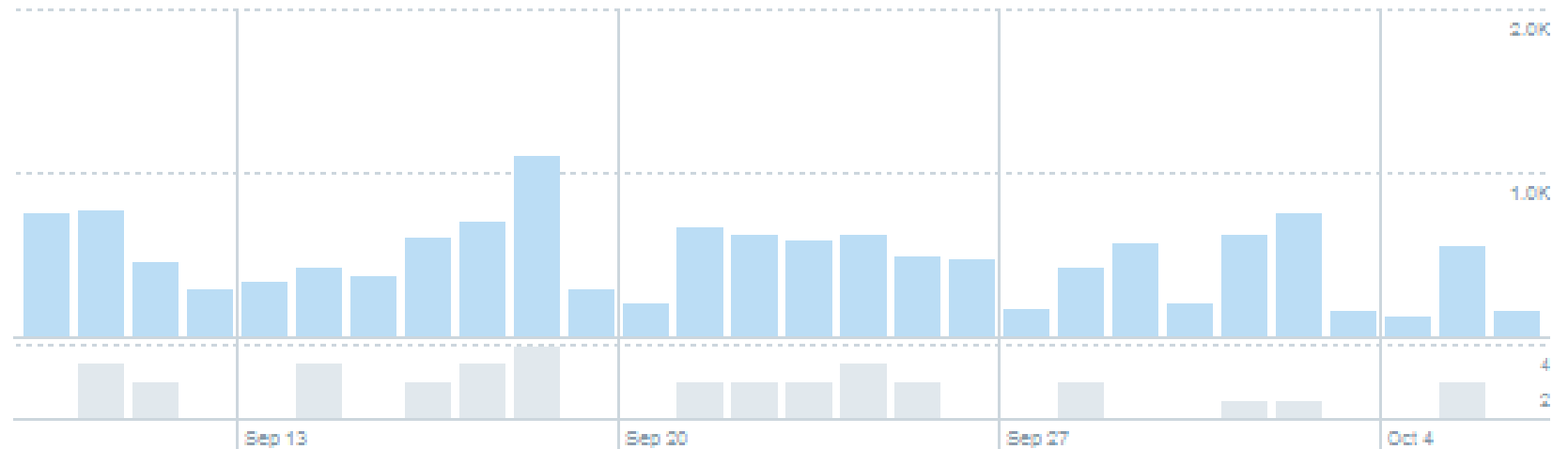
Twitter Metrics to Watch

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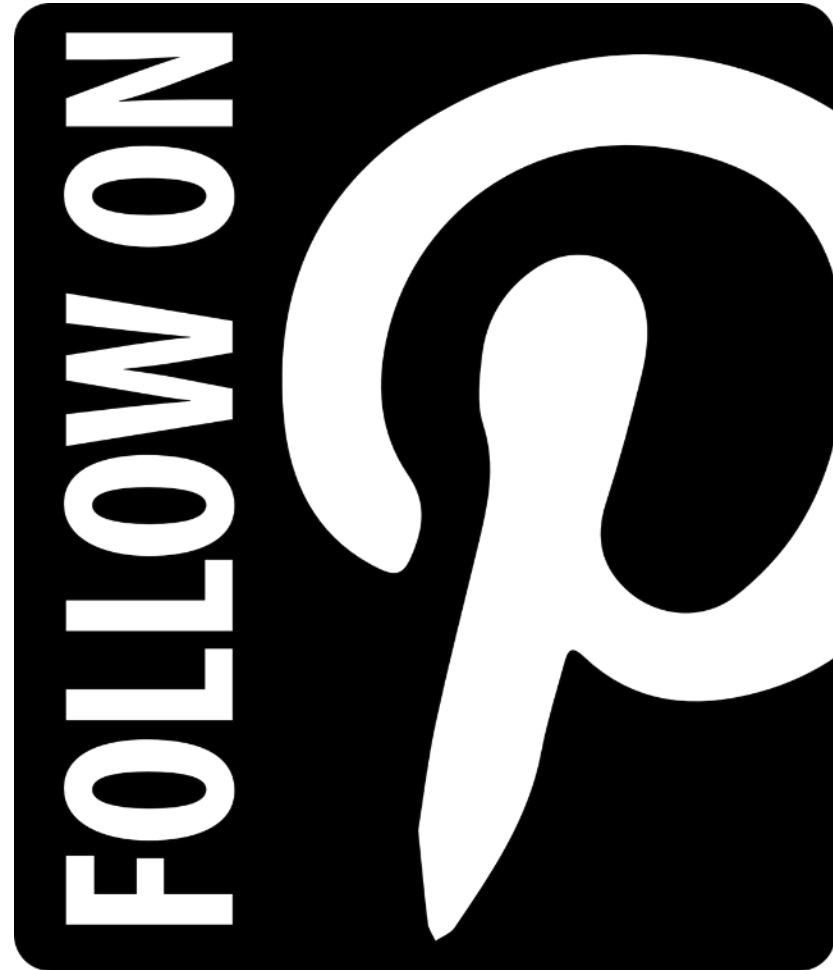- ▶ Retweets
- ▶ Favorites
- ▶ Replies/Mentions

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Pinterest Analytics Tool: *Pinterest Web Analytics*

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Pinterest Metrics to Watch

- ▶ Pins From Your Website

- ▶ Repins From Your Website

- ▶ Reach

- ▶ Website Referrals

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Social Media Management Tool: *Hootsuite Analytics*

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MSKTC Use of Hootsuite Analytics

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Using Social Media Reports

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MSKTC: Overall, Twitter

Month	Month 2015						
	# of post	# of post previous month	# of post current month	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									

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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									

Image Source: MSCTC Social Media Report Template

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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
# of Connections held by profile											

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

Comments, Observations, or Insights	
Insight	

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Image Source: MSCTC Social Media Report Template

MS Metrics within the Larger Organization

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Your Questions?

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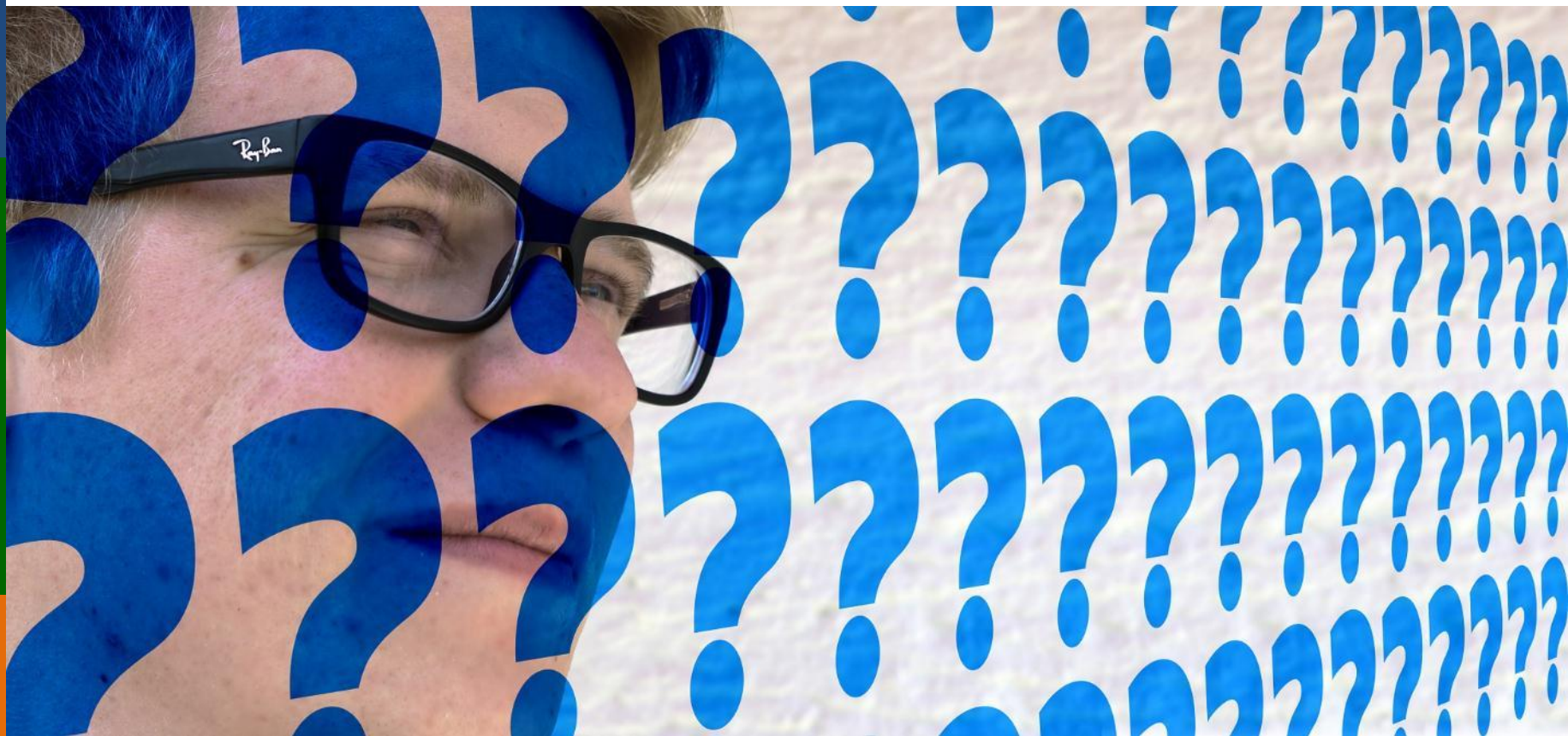
Your Questions

▶ 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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