Elevating Your Social Content with Data, Analytics, & Insights

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Learning Objectives

• Understand the data available to you via in-platform analytics
• Craft social media pages, profiles, and posts that effectively connect with your audience
• Use content to reach and nurture an audience that will engage with it
• Strategically and sustainably build a presence on social media that resonates with customers
About Me
Why Should You Care?
A Quick Poll

VS.

VS.
Role of Social Media

Funnel?

Loop?

???

The consumer decision journey | McKinsey
Understand the data available to you via in-platform analytics
Social Media Data

Meaningful
Share & Engage

Vanity
Like & Follow
What Does it Mean?

Data
The collected information

Analytics
Understanding that information

Insight
What you gain after understanding what it all means for your company
**Engagement Metrics**

**Active Users: By Hour**

![Graph showing active users by hour](image)

**User Retention**

| Week 1 Retention | 19.0% |

**Top Reacted Posts**

<table>
<thead>
<tr>
<th>Post (Pages)</th>
<th>Unique Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>We're helping businesses make important decisions</td>
<td>17.4K</td>
</tr>
<tr>
<td>We're introducing support for web sessions</td>
<td>16.5K</td>
</tr>
<tr>
<td>Facebook Analytics is an analytics solution to help businesses grow...</td>
<td>15.7K</td>
</tr>
<tr>
<td>Insights and features to help businesses give insights and features ...</td>
<td>11.8K</td>
</tr>
<tr>
<td>Insights and features to help businesses give insights and features ...</td>
<td>10.8K</td>
</tr>
<tr>
<td>Facebook Analytics is an analytics solution to help businesses grow...</td>
<td>9.96K</td>
</tr>
<tr>
<td>Facebook Analytics is an analytics solution to help businesses grow...</td>
<td>9.93K</td>
</tr>
</tbody>
</table>
Page Metrics

**Post Reactions**

1.03M
Number of Events

**Post Shares**

127K
Number of Events

**Post Comments**

220K
Number of Events

**Messages Sent**

Not enough data
There's not enough data to display results with this filter or date range applied. Try expanding the date range to a longer time period, or changing the filter.
You're Looking At Demo Data
We use sample data to give you an idea of what you can expect to see once you're set up with Facebook Analytics.

See a pivot table of your data
Create a breakdown to better understand who's using your product and how it's being used.

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Last Viewed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Commented Posts</td>
<td>Post Comments (Pages) by Post (Pages)</td>
<td>Jun 19, 2019</td>
</tr>
<tr>
<td>Top Reacted Posts</td>
<td>Post Reactions (Pages) by Post (Pages)</td>
<td>Feb 20, 2019</td>
</tr>
<tr>
<td>Top Shared Posts</td>
<td>Post Shares (Pages) by Post (Pages)</td>
<td>Feb 20, 2019</td>
</tr>
</tbody>
</table>
When Your Fans Are Online  Post Types  Top Posts from Pages You Watch

Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.

**DAYS**
- Sun: 2,921
- Mon: 2,950
- Tue: 2,969
- Wed: 2,961
- Thu: 2,067
- Fri: 2,067
- Sat: 2,930

**TIMES**

### All Posts Published

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Reach: Fans / Non-Fans</th>
<th>Post Clicks</th>
<th>Reactions, Comments &amp; Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/27/2019</td>
<td>Up, up, and away!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10/26/2019</td>
<td>I think he likes having his fireback touched</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10/25/2019</td>
<td>Geronimo Trail Guest Ranch updated their phone number.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10/24/2019</td>
<td>The gang's all here. Let's ride!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10/23/2019</td>
<td>In a recent published online article,</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Instagram
In-Platform Analytics
7 posts this week
-30 vs 12 July–18 July

Feed posts

Created post

Impressions
The total number of times that all of your posts have been seen.

Reach
The number of unique accounts that have seen any of your posts.

Engagement
The number of times that your post was liked, saved and commented on.

Saved
The number of unique accounts that saved your post.

Profile visits
The number of times that your profile was viewed.

Follows
The number of accounts that started following you.
Post Insights

**Discovery**

Accounts reached: 1,048
57% weren't following you

**Follows**: 0

**Reach**: 1,048

**Impressions**: 1,331
- From Hashtags: 681
- From Home: 603
- From Profile: 3
- From Other: 44

This is where your post was seen the most. It got the most impressions from Hashtags, Home, and Profile.
Craft social media pages, profiles, and posts that effectively connect with your audience
1. Optimize

2. Legitimize
Best Practices

- Choose the right page template
- Keep posts short & specific
- Include images whenever possible
- Customize the call to action button

Engage!

- Use branded hashtags
- Use trending hashtags
- Repost/share
- Tell a story with captions
Creating Content: Facebook

When and What to Post

**When**
- Tuesday/Friday mornings and Monday/Wednesday early evening is best

**What**
- We see video reaches more people but images get the most engagement

**Content**

So much going on in this photo. What caption do you suggest?
Creating Content: Instagram
When and What to Post

When
• Most of my audience is in the US and 25-34 year old women
• They are most active Wednesday through Saturday

What
• Photos on the trail get the most engagement

Content

Feed Posts
Showing All posted in the past 6 months sorted by Engagement

254, 181, 174
The Curse of Content
Elevate

Use content to reach and nurture an audience that will engage with it.
Core Tenets of Content

- Be Human
- Be Helpful
- Be True
- Be Competitive
- Be Visual
- Be Social
Elevate

Strategically and sustainably build a presence on social media that resonates with customers.
Core Tenets of Building a Social Media Presence

Set Goals  Select the Right Platform  Know Your Audience  Create a Calendar  Stay Active
Summary

Key Takeaways

- Understand the data available to you via in-platform analytics
- Craft social media pages, profiles, and posts that effectively connect with your audience
- Know when your fans are online and how they engage with your content
- Use data and analytics to know when and what to post. Also optimize and share your profiles.
- Use content to reach and nurture an audience that will engage with it
- Strategically and sustainably build a presence on social media that resonates with customers
- Be human, helpful, true, competitive, visual, and social
- Set goals, select the right platform (based on your audience), create a calendar and stay active
Moving Forward

Don’t Be Afraid of Video

Don’t Be Afraid to Pay

Don’t Be Afraid to Try
Questions?
Thank you!

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We appreciate your feedback!