



CONNECTING THE  
*Outdoor Industry*

# Elevating Your Social Content with Data, Analytics, & Insights

Kelly Burns

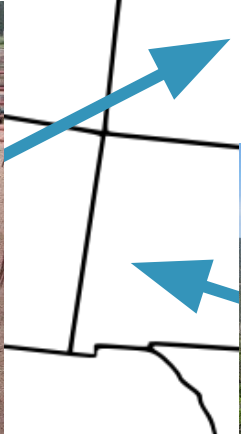
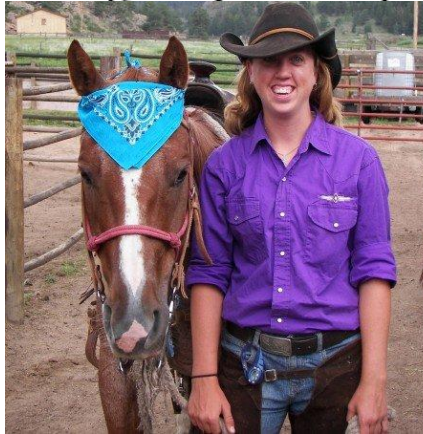
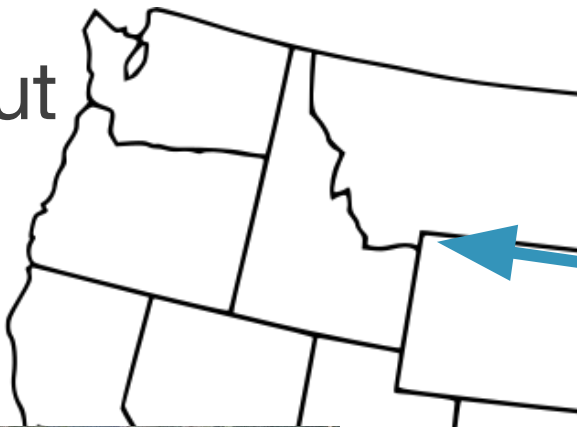




# Learning Objectives

- 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

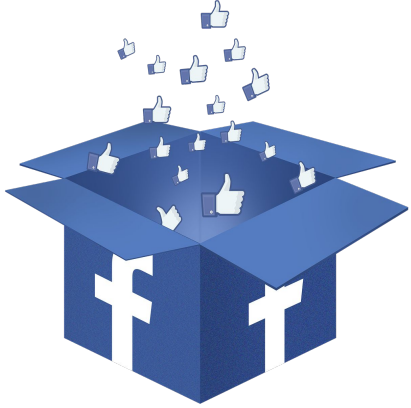






Why Should You Care?

# A Quick Poll



VS.

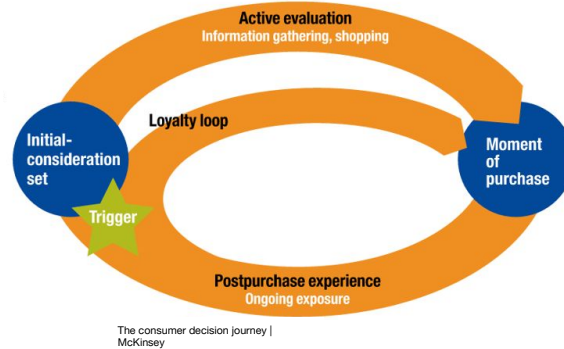


# Role of Social Media

## Funnel?



## Loop?



## ???



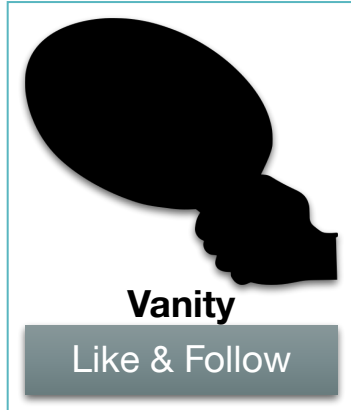
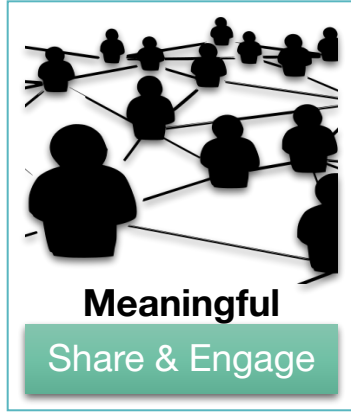




# *Elevate*

Understand the data  
available to you via  
in-platform analytics

# Social Media Data





# 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





# Facebook

## In-Platform Analytics

F Demo Page

Last 28 days

100 % of people

+ Add Filter

 Overview Dashboards Create Dashboard Activity People Settings

Demo Page is part of 1 group, including Demo Event Source Group

[Show All \(1\)](#)

## Highlights

New Users

7.72M

↑ 9.5% vs prev 28 days

Unique Users

29.2M

↑ 15.5% vs prev 28 days

Week 1 Retention

11.8%

↓ 45.3% vs prev 28 days

Post Impressions

70.8M

↓ 21.2% vs prev 28 days

Messages Received

0

↓ 100% vs prev 28 days

Post Reactions

324K

↓ 11.8% vs prev 28 days

Post Comments

47.0K

↓ 45.5% vs prev 28 days

Post Shares

36.8K

↓ 10.1% vs prev 28 days

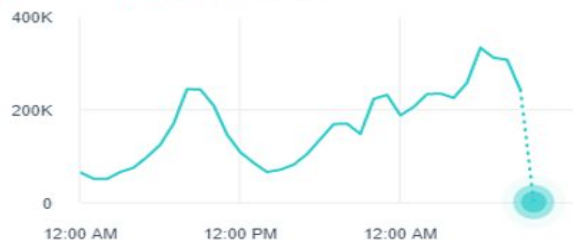
## Growth Metrics

## Active Users: Last 24 Hours ⓘ

[View Full Report](#)

3.81M

Unique Users ↓ 19.4% vs prev 2 days



## User Activity ⓘ

[View Full Report](#)

29.1M

Monthly Users ✓

10.6M

Weekly Users ✓

2.34M

Daily Users ✓





Dashboards



Create Dashboard



Activity



Active Users

Funnels

Retention

Cohorts

Breakdowns

Journeys

Percentiles

Events

Overlap

Lifetime Value



People

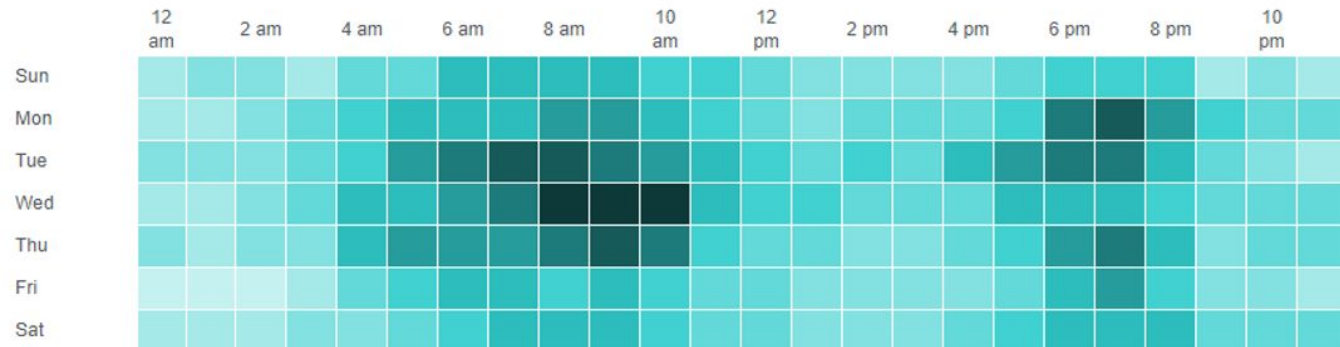


Settings

## Engagement Metrics

### Active Users: By Hour <sup>i</sup>

[View Full Report](#)

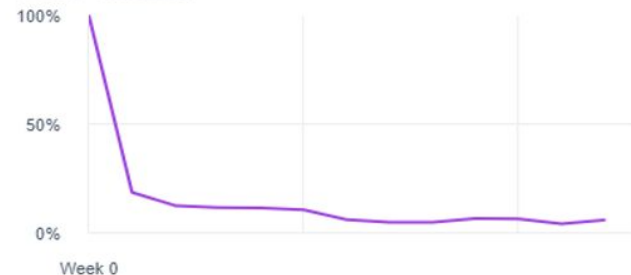


### User Retention <sup>i</sup>

[View Full Report](#)

19.0%

Week 1 Retention



### Top Reacted Posts <sup>i</sup>

[View Full Report](#)

Post (Pages)

Unique Users ▼

|  |       |
|--|-------|
| We're helping businesses make important d...     | 17.4K |
| We're introducing support for web sessions i...  | 16.5K |
| Facebook Analytics is an analytics solution t... | 15.7K |
| Insights and features to help businesses giv...  | 11.8K |
| Insights and features to help businesses giv...  | 10.6K |
| Facebook Analytics is an analytics solution t... | 9.96K |
| Facebook Analytics is an analytics solution t... | 9.93K |





Dashboards



Create Dashboard



Activity



Active Users

Funnels

Retention

Cohorts

Breakdowns

Journeys

Percentiles

Events

Overlap

Lifetime Value



People



## Page Metrics

### Post Reactions

[View Full Report](#)

1.03M

Number of Events



### Post Shares

[View Full Report](#)

127K

Number of Events

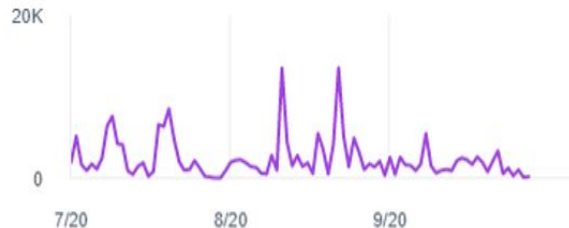


### Post Comments

[View Full Report](#)

220K

Number of Events



### Messages Sent

[View Full Report](#)



#### 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.

## People Metrics

### Gender ⓘ

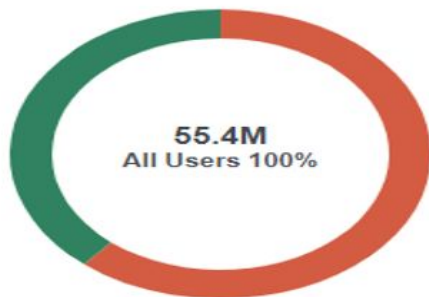
[View Full Report](#)

**60.2% (33.3M)**

Female

**38.1% (21.1M)**

Male

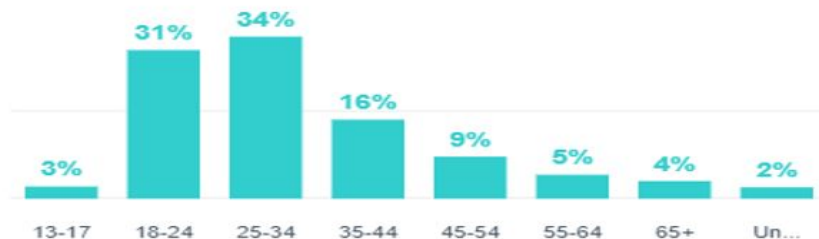


### Age ⓘ

[View Full Report](#)

**55.4M**

Unique Users



### Location ⓘ

[View Full Report](#)

#### TOP 5 COUNTRIES

United States of America

#### UNIQUE USERS

27,558,540

India

25,083,180

Puerto Rico

511,320

Canada

99,960

United Kingdom

72,420



- Overview
- Dashboards
- Create Dashboard
- Activity
- Active Users
- Funnels
- Retention
- Cohorts
- Breakdowns
- Journeys
- Percentiles
- Events
- Overlap
- Lifetime Value
- People
- Settings

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.

Connect Your Data

X

See a pivot table of your data

Create a breakdown to better understand who's using your product and how it's being used.

Create Breakdown

Learn More

Breakdowns

Create a pivot table of your data.

Create Break down

| Name                | Description                            | Last Viewed  |
|---------------------|--|--------------|
| Top Commented Posts | Post Comments (Pages) by Post (Pages)  | Jun 19, 2019 |
| Top Reacted Posts   | Post Reactions (Pages) by Post (Pages) | Feb 20, 2019 |
| Top Shared Posts    | Post Shares (Pages) by Post (Pages)    | Feb 20, 2019 |

Overview

- Ads
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content
- Events
- Videos
- Stories
- People
- Local
- Messages
- API
- Orders
- Manage Promotions

Promote

Page Summary

Today  
Yesterday  
Last 7 days  
Last 28 days

Export Data

Results from 0 to 10,000. Note: Does not include activity reported in the Pacific time zone. Ads activity is reported in the Pacific time zone of your account.

Organic Paid

Actions on Page

October 18 - October 24

2

Total Actions on Page ▲100%



Page Views

October 18 - October 24

485

Total Page Views ▲92%



Page Previews

October 18 - October 24

23

Page Previews ▲92%



Page Likes

October 18 - October 24

210

Page Likes ▲233%



Post Reach

October 18 - October 24

27,674

People Reached ▲143%



Story Reach

October 18 - October 24

Get Story Insights

See stats on how your Page's story is performing.

Learn More

Recommendations

October 18 - October 24



We have insufficient data to show for the selected time period.

Post Engagement

October 18 - October 24

4,309

Post Engagement ▲64%



Responsiveness

As of October 23, 2019

83%

Response Rate ▲8%

1 day 6 hrs

Response Time ▼5 hrs 37 mins

Videos

October 18 - October 24

1,452

Video Views ▲919%

Page Followers

October 18 - October 24

220

Page Followers ▲999%

Orders

October 18 - October 24

0

Number of Orders ▲8%

Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Branded Content

Events

Videos

Stories

People

Local

Messages

API

Orders

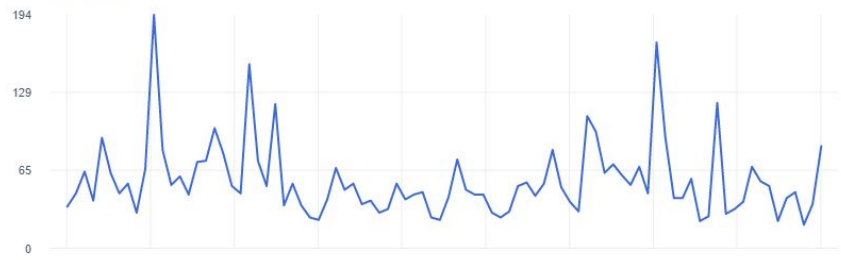
Promote

Manage Promotions

Total Views

By Section

Total Views



Total People Who Viewed

By Section

By Age and Gender

By Country

By City

By Device

Total People Who Viewed



Top Sources



Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

**Posts**

Events

Videos

Stories

People

Local

Messages

Orders

Promote

Manage Promotions

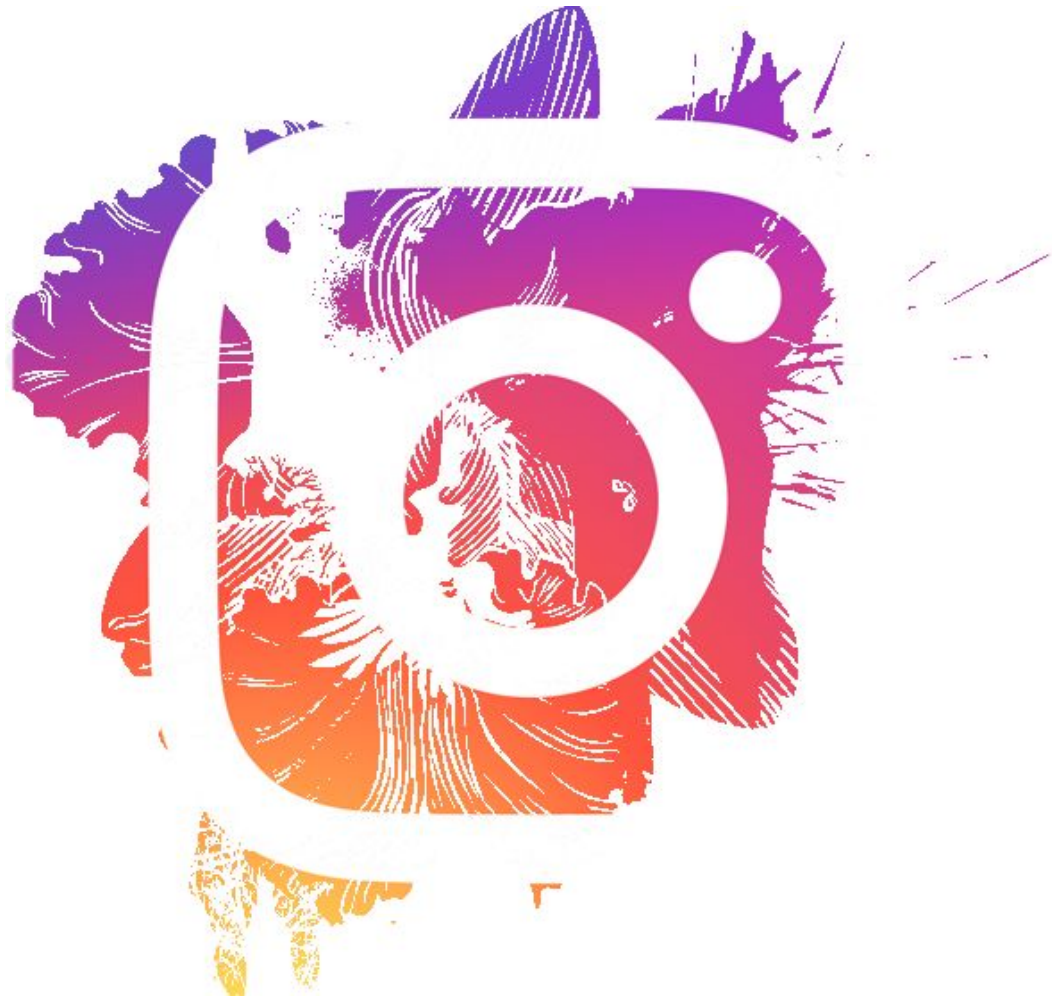
When Your Fans Are Online Post Types Top Posts from Pages You Watch

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



All Posts Published

|                       |  | Reach: Fans / Non-Fans |                             | Post Clicks | Reactions, Comments & Shares |     |            |
|-----------------------|--|------------------------|-----------------------------|-------------|------------------------------|-----|------------|
|                       |  | Reach: Organic / Paid  | Impressions: Organic / Paid |             |                              |     |            |
| Published             | Post   | Reach: Fans / Non-Fans |                             |             |                              |     |            |
| 10/27/2019<br>9:00 AM | Up, up, and away!                                      |                        |                             |             |                              |     |            |
| 10/26/2019<br>9:01 AM | I think he likes having his forelock touched           |                        |                             | 571         | 31                           | 83  | Boost Post |
| 10/25/2019<br>2:01 PM | Geronimo Trail Guest Ranch updated their phone number. |                        |                             | 393         | 13                           | 25  | Boost Post |
| 10/25/2019<br>9:01 AM | The gang's all here. Let's ride!                       |                        |                             | 1.1K        | 85                           | 146 | Boost Post |
| 10/24/2019            | In a recent published online article,                  |                        |                             | 403         | 18                           |     | Boost Post |



# Instagram

## In-Platform Analytics

latermedia <sup>9+</sup>

985 posts 184K followers 810 following

Promotions Edit Profile

Later.com  
Product/Service  
Level up your Instagram marketing strategy ✨  
Plan, engage & grow 🌱  
Web, iOS, & Android  
linkin.bio/latermedia  
Followed by mel-test account, lizziemacneill, tarymstephenson + 114 more

IGTV + Plan Schedule

latermedia

Insights

Your Activity

Nametag

Saved

Discover People

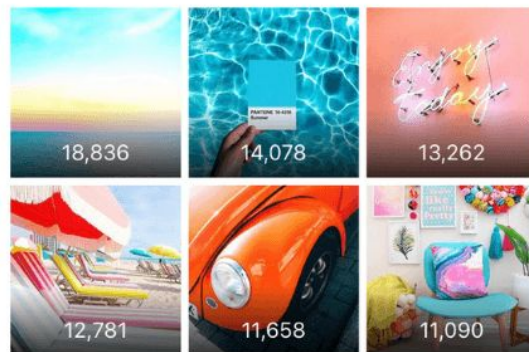
## Insights

Activity Content Audience

7 posts this week  
-30 vs 12 July-18 July

### Feed posts

See all >



Feed posts ordered by the number of times that they were seen.

Create post



Telekom.me 14:59 29%

## "Feed posts"

|                |                |          |
|----------------|----------------|----------|
|                | Get Directions | 6 months |
| All            | Impressions    | 1 year   |
| Photos         | Likes          | 2 years  |
| Videos         | Profile visits |          |
| Carousel posts | Reach          |          |

Understanding your insights ^

### 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

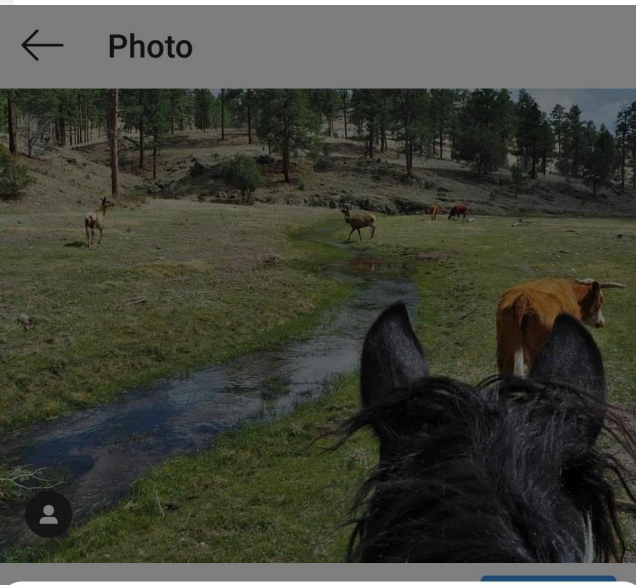
The number of unique accounts that saved your post.

### Profile visits

The number of times that your profile was viewed.

### Follows

The number of accounts that started following you.



## Post Insights



114



4



2



3

1

Profile Visit

1,048

Reach

## Post Insights

### Discovery ⓘ

1,048

Accounts reached  
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

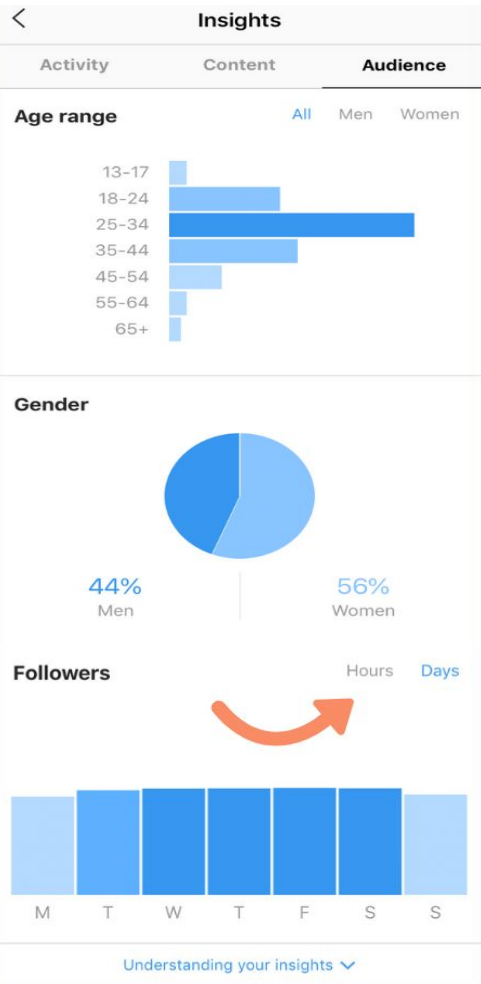
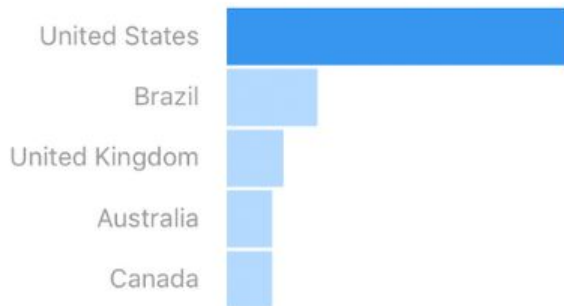
This is where your post was seen the most. It got the most impressions from Hashtags, Home, and Profile.





## Top locations

Cities Countries





# *Elevate*

Craft social media pages,  
profiles, and posts that  
effectively connect with your  
audience

# Pages and Profiles

## 1. Optimize

## 2. Legitimiz e



# Best Practices



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



- 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



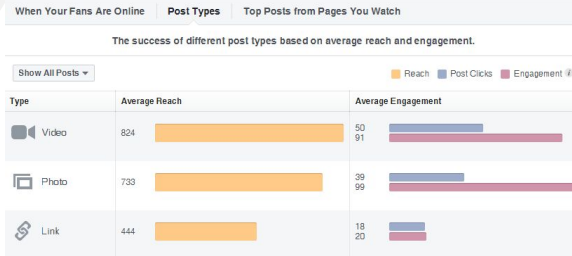
### What

- 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

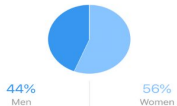
### When

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

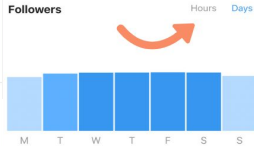
Age range



Gender



Followers



### What

- Photos on the trail get the most engagement

#### ← Feed Posts

Showing All posted in the past 6 months sorted by Engagement



### Content







## The Curse of Content





# *Elevate*

Use content to reach and  
nurture an audience that will  
engage with it

# Core Tenets of Content



**Be Human**



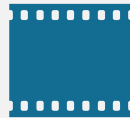
**Be Helpful**



**Be True**



**Be Competitive**



**Be Visual**



**Be Social**







# *Elevate*

Strategically and sustainably  
build a presence on social  
media that resonates with  
customers

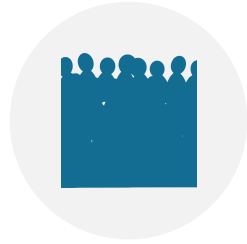
# Core Tenets of Building a Social Media Presence



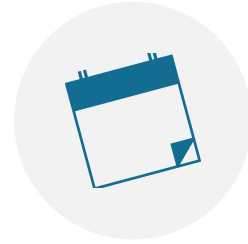
**Set Goals**



**Select the Right  
Platform**



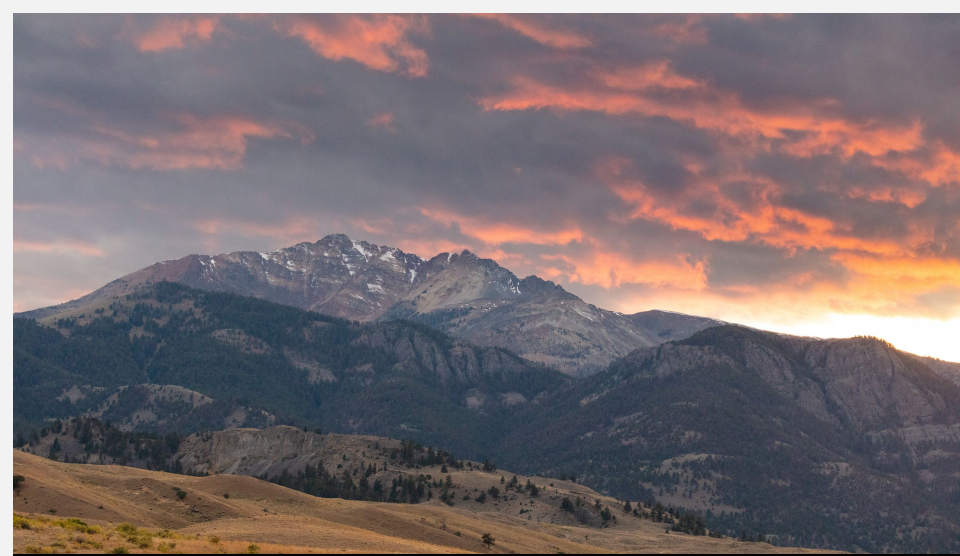
**Know Your Audience**



**Create a Calendar**



**Stay Active**



# Summary

## Key Takeaways



Understand the data available to you via in-platform analytics

Know when your fans are online and how they engage with your content



Use content to reach and nurture an audience that will engage with it

Be human, helpful, true, competitive, visual, and social



Craft social media pages, profiles, and posts that effectively connect with your audience

Use data and analytics to know when and what to post. Also optimize and share your profiles.



Strategically and sustainably build a presence on social media that resonates with customers

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!

Please complete the session evaluation for this presentation in the 2019 America Outdoors mobile app.

We appreciate your feedback!