



Social Analytics 101

Your Business Guide to Social Media Success

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Chapter

01

Social Analytics 101: Your Business Guide to Social Media Success

Social Analytics 101: Your Business
Guide to Social Media Success

CHAPTER ONE

Social Analytics 101: Your Business Guide to Social Media Success

IF YOU HAVE A BUSINESS, you probably need a social media presence. Around [70% of all people](#) in the U.S. are on social media and many of them visit a social media site at least once every day. Between the number of people on there and the amount of time many of them spend on social media networks, they're one of the best channels for brands to reach and interact with their audience, both for digital marketing and for customer service.

Obviously social media can be valuable to businesses, but it can also be really hard to do well. Even if you spend a lot of time researching the different social media sites and working to understand best practices on them before you get started, you're still going to make mistakes and face challenges making progress on the platform. But that's ok. Really, in a way, it's a good thing. Because to be successful on social media, you have to spend time being on social media, seeing what works and what doesn't.

Some success metrics you'll be able to see as you go, like when a Tweet gets a lot of excited responses or shares. But for a lot of the information you'll need to learn as you go and get more out of your social media efforts, you'll need to turn to the social analytics offered by each of the platforms. If you're just starting to figure out how to use social media for your business, here are the most important things you need to know about social analytics for each of the five main social media channels.

Chapter

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Introduction to Facebook Analytics

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CHAPTER TWO

Introduction to Facebook Analytics

FACEBOOK IS BOTH AN EXTREMELY IMPORTANT social network for businesses because of how popular it is, and one that causes businesses a lot of headaches because of how hard they make it to reach their users. Nonetheless, it's one worth being on.

Where to Find Facebook Analytics

When you're logged into your Facebook page, you'll see a menu along the top of the page that includes an Insights tab. All you have to do is click on this to access to your [Facebook analytics](#).

What Facebook's Analytics Can Tell You

Facebook Insights provides details on how well both your paid and unpaid Facebook activity is performing with your audience. Some of the most important insights you should pay attention to are:

1. Reach

Facebook provides this data both for the posts on your page and any [ads you buy with them](#). It tells you the number of users that saw your content in their feed. While this metric is important – seeing your content is the first step to anyone being able to interact with it – it’s less important than most of the other metrics here. Think about how much information you scroll past when using social media without paying particular attention to it. Some of the people counted in your Reach numbers aren’t doing much to engage with your brand.

2. Likes

The analytics Facebook provides on how many likes you get for your posts is more valuable, because every like is someone positively interacting with your content. Even better are the number of likes you get for your page, which is people telling Facebook they want to continue to see the updates you share. Facebook also lets you know where those likes are coming from, so you can figure out if you’re mostly getting that engagement from ads you pay for or from people who already follow you.

3. Audience Demographics

One of the benefits Facebook offers over a lot of other platforms is extensive demographic data – people provide the platform with a lot of information on things like age, gender, marital status, and geography. Facebook’s analytics tell you who’s interacting with your page, posts,

and ads. You can both make sure that you're reaching the people you most want to reach, and figure out the best content to share based on what your main followers would like.

4. Time Online

Social media feeds move fast. If you post at a time when your target audience isn't around, they're likely to miss your post completely. In the Posts tab, Facebook offers data on When Your Fans Are Online so you can figure out the best days and times of day to make updates to your page in order to reach the most people.

5. Competitor Data

In addition to learning from your own experience on social media, you can also learn a lot from what your competitors do. Facebook lets you add the Facebook pages of the main brands you consider your competitors in the Top Posts from Pages You Watch section. You'll always have a quick and easy way to check in and see what your competitors are doing that's getting results, so you can apply some of their wins to your own [Facebook strategy](#).

Facebook can be a challenging platform to find traction on, but the more information you can glean on how your audience uses the platform in general, and how they interact with brands on there in particular, the more you'll be able to target your efforts toward what works for them.

Chapter

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Introduction to Twitter Analytics

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CHAPTER THREE

Introduction to Twitter Analytics

TWITTER MIGHT NOT HAVE AS MANY USERS AS FACEBOOK, but they're still an especially important social media channel for brands to be on because it's a place where people really engage with brands. A [full 77% of Twitter users](#) say they've engaged with promoted tweets and 53% say they've interacted directly with brands on the platform. That makes it a really good channel to achieve the kind of direct access and engagement brands hope for online.

How to Access Twitter Analytics

Make sure you're logged into your Twitter account (if you have both a brand and personal account, make sure you're in the right one first). Then go to the Twitter Analytics website at <https://analytics.twitter.com/>

Click on the "Get Started" button in blue.

Analytics

Measure and boost your impact on Twitter.

Get started



Note: If you advertise on Twitter, the analytics for your ad campaigns are located elsewhere, in your advertising account. Once you log into it, the main metrics all display automatically on the first page that comes up when you sign in.

What Twitter's Analytics Can Tell You

[Twitter's Analytics](#) section provides you a lot of information, generally expressed in an easy-to-understand format. Here are some of the main areas to pay attention to.

1. Monthly Performance

At the top of the Home page you'll see data on your last month on Twitter, including the number of impressions your Tweets have had (the number of people who have seen them), how many times someone has visited

your profile, how often you've been mentioned on the platform, and how much your follower count grew. These all give you a nice snapshot of how successful (or not) your Twitter efforts were in the last month.

28 day summary with change over previous period



2. Individual Tweet Metrics

If you click on the Tweets tab on the top menu, you can dig into data on how people are interacting and engaging with your individual tweets. Twitter will show you the impressions for each tweet and the number of times someone engaged with it. You can find out the form that engagement took by clicking on this column.

Tweet activity

Kristen Hicks @atxcopywriter
It's almost here....join me (and lots of other smart people) for today's #CMWorld chat on working with freelancers.
pic.twitter.com/RYO3LaZuTx

 Reach a bigger audience
Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	709
Total engagements	13
Detail expands	5
Media engagements	3
Likes	2
Hashtag clicks	2
Link clicks	1

3. Your Top Tweets

The best way to get better is to pay attention to what works. Twitter makes that easy by highlighting your top tweets for each month on the Home page, and letting you filter your results by “Top Tweets” (by impression) on the Tweets page.

4. Follower Demographics

Twitter attracts a wide diversity of users who use it in a lot of different ways. Recognizing who exactly is interacting with your tweets is valuable for creating a more effective strategy. In the Audiences tab, you can learn about your followers’ interests, their income, and their buying styles.

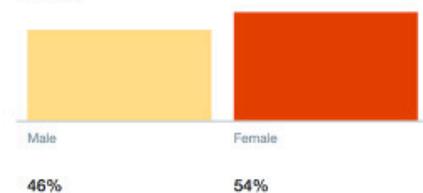
Interests

Interest name	% of audience
Technology	75%
Tech news	72%
Entrepreneurship	67%
Business news and general info	67%
Marketing	65%
Business and finance	61%
Business and news	60%
Politics and current events	59%
Startups	57%
Leadership	51%

Consumer buying styles

Consumer style name	% of audience
Premium brands	82%
Fresh & healthy	63%
Quick & easy	59%
Home cooking & grilling	58%

Gender



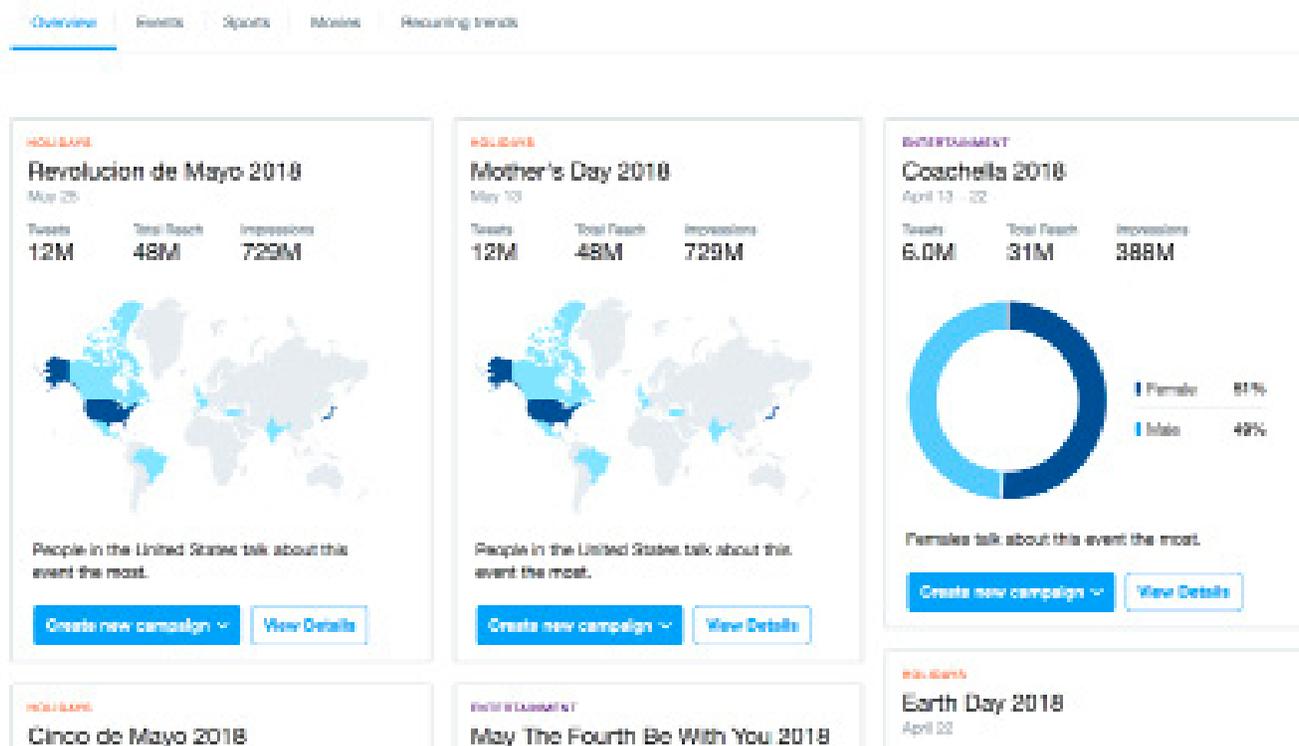
Household income categories

Income category	% of audience
\$75,000 - \$99,999	14%
\$150,000 - \$199,999	13%
\$125,000 - \$149,999	11%
\$60,000 - \$74,999	9%
\$100,000 - \$124,999	9%

Values based on 44.7% match rate from Twitter partners

5. General Twitter Trends

In the Events tab, Twitter Analytics moves away from telling you about your own account and zooms out to provide information on general trends on the platform. You can gain insights into what people are talking about worldwide and within certain geographic areas here.



Twitter is a fast moving platform, so if you're going to make headway on it, you have to be able to figure out the strategy that allows you to reach the most people with the kind of messages they respond to. Your analytics are an important tool in doing that.

Chapter

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Introduction to Instagram Analytics

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CHAPTER FOUR

Introduction to Instagram Analytics

INSTAGRAM HAS OVER [800 million active users](#), over 500 million of whom use the site every day. If your brand does anything visual (or even just if your marketing department does), then it's a platform worth being on.

As you may already know, Facebook owns Instagram. So if you read our section on Facebook above, you're well on your way to understanding how Instagram Analytics works. The two platforms share much of the same analytics.

How to Access Instagram Analytics

There are two different ways to access analytics for Instagram. For both, first make sure you're logged into your Instagram business account. To see data for individual photos, you'll want to pull up the photo on your account and click on the "View Insights" button beneath the photo.

For broader data, look in the top right corner for an icon that looks like a data graph.



that

What Instagram's Analytics Can Tell You

There are a few main metrics in Instagram Insights it's a good idea to pay attention to:

1. Follower Count

When you're just starting out, this is your most important metric. For people to have the option of seeing your photos and interacting with you, you need followers first. Whenever you log into your profile, this is an easy metric to see and watch it tick upward.

2. Individual Post Analytics

When you click to see the insights for an individual photo, Instagram will provide you with the:

- **Number of impressions** (or times people have seen it on the platform),
- **Reach** (the number of different users who have seen your photo), and
- **Engagement** (the number of times people have actively interacted with it by liking it, commenting on it, or saving it).

This is all important data to help you gauge which types of photos you share on the platform perform best with your audience. While impressions and reach matter (and are directly related), if you want Instagram to be a channel where you connect directly with your brand (rather than one where you regularly remind them you exist), then those engagement metrics are even more important.

3. Top Posts

Instagram shows you the top posts of the past week organized based on which ones got the most impressions. This helps you figure out which of your photos are actually reaching your intended audience.

4. Follower Demographics

For most brands, not all followers are created equal. You have a [target audience](#) based on the demographics you know are most likely to buy from you. Instagram provides you data on who your followers are based on gender, age range, and geographic location so you can see if the people finding you on Instagram are the ones you most want to reach (if not, you may need to change up your strategy).

5. Time Online

You want people to see the photos you share on the platform or what's the point, right? Instagram lets you know the times of the day and the

days of the week your followers tend to be active on the site, so you can better plan when to share your photos so they'll reach the most people.

Instagram's analytics may feel like the younger sibling to Facebook's, but the platform attracts a different audience who interacts with the social media channel in a different way than people do on Facebook. Paying attention to the nuances in [how Instagram's users interact with content](#) versus how people do on other platforms is important to helping you find the most success on Instagram specifically.

Chapter

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Introduction to LinkedIn Analytics

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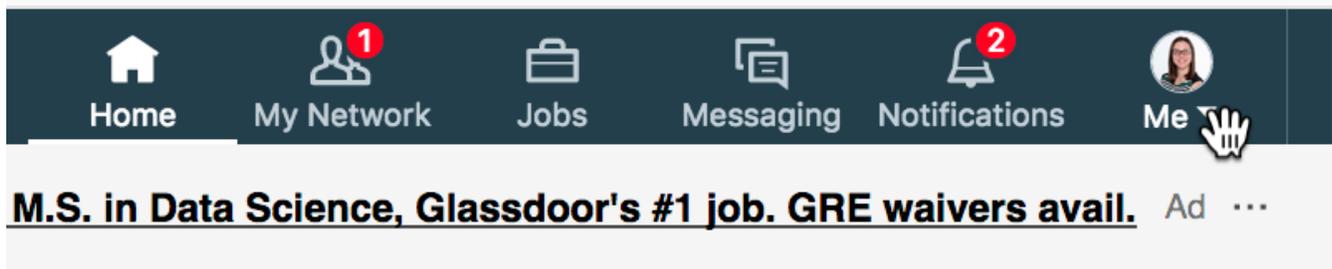
CHAPTER FIVE

Introduction to LinkedIn Analytics

JOINING THE SOCIAL NETWORK for professionals makes perfect sense for any business creating a presence on social media – especially B2B businesses. LinkedIn is a place where you can share your content, as well as details about your company and updates about any positions you're hiring for. [Creating a LinkedIn company page](#) is easy and the platform provides you analytics to track your success on the site as you go.

How to Access LinkedIn Analytics

Anyone that's been designated as an admin for your company page on LinkedIn can access analytics by clicking on the Me icon in the top right corner of your homepage (right under the thumbnail of your picture), and selecting Company Page under the Manage section of the dropdown menu.



When your company page is open, you'll see Analytics as one of the main tabs in the menu across the top of the page.

What LinkedIn's Analytics Can Tell You

There are four main types of data LinkedIn provides that will inform your marketing strategy for the platform.

1. Page Metrics

Consider your company page to be your business's home page on LinkedIn. Anyone that visits it is showing a real interest in your business so these metrics are important! LinkedIn will show you both the number of page views you've received for a given time period, as well as the number of unique visitors versus those returning to your page again after an initial visit.

2. Follower Count

For people to see most of what you do on LinkedIn (other than ads), they have to follow you. Your success on LinkedIn will depend on

getting followers (and keeping them). LinkedIn provides analytics that tell you how many followers you have, trends over time in the numbers of followers gained and lost, and how many followers you got through organic efforts versus [using LinkedIn ads](#). They'll also show you data on how your follower count compares to similar brands on the network, so you can get an idea of what to reasonably aim for. In addition, in the Updates section, you can see any followers you gain from specific pieces of content.

3. Engagement Methods

LinkedIn provides a number of metrics that tell you how people are interacting with your brand. You can find out the number of clicks your [content](#), company name and logo receive, and the number of interactions people have with your content in the form of likes, comments, and shares. If you want your audience to connect with you directly on LinkedIn, these engagement metrics are the best way to track whether and how they do so.

4. Visitors Demographics

While demographic data is a common analytics category for social media networks to supply, LinkedIn's analytics are different from the other platforms we've seen since it's more focused on professional information. Instead of providing information on interests and gender, for instance, they focus on job-related demographics like seniority, industry,

job function, and company size. For many B2B businesses, those are the more important demographics to be aware of in your LinkedIn strategy.

While every social media network has users that interact with it in a unique way, LinkedIn's professional focus makes it an entirely different experience than the social networks more focused on fun or personal connections. That means the network warrants a different kind of strategy and the results you should expect and aim for will vary. But for many businesses, it's a worthwhile network to prioritize and interact with prospects on.

Chapter

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Introduction to YouTube Analytics

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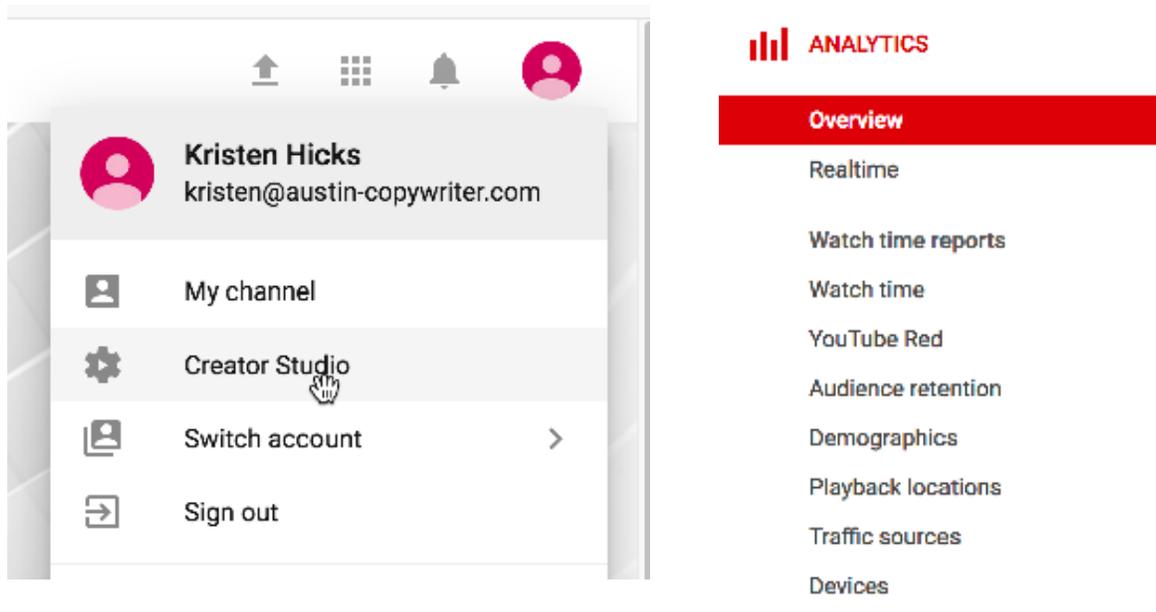
CHAPTER SIX

Introduction to YouTube Analytics

WITH [1.5 billion monthly users](#), many of whom spend over an hour a day on the platform, YouTube is yet another important player in the social media space for brands to consider. Sure, a certain amount of the time users spend on the site is devoted to cat videos or the music videos of pop stars, but [video marketing](#) has increasingly become an important part of how businesses reach an audience, and YouTube is still the best platform out there for sharing and promoting marketing videos.

How to Access YouTube Analytics

When logged into your business YouTube account, click the account icon on the top right and choose Creator Studio in the dropdown window.



This will bring you to the dashboard of your business channel. Right there on the main page, you'll see some analytics (Watch Time, Views, and Subscribers), but you can access more detailed analytics by choosing the Analytics option in the menu on the left side of the screen.

What YouTube's Analytics Can Tell You

You'll notice that there are a lot of categories listed under the Analytics menu in YouTube. Here are the main ones most businesses will find valuable for their video marketing efforts.

1. Views and Watch Time

While number of views is an obvious metric to care about for YouTube, it's arguably the related metrics of time watched and audience retention

that are even more important. If someone starts your video and clicks away because they got bored within a few seconds, then they're not really seeing what you want them to, and YouTube gives more credence to watch time than views in determining the success of your channel. The time watched metric will tell you how much time people have spent watching your videos on the site during a given time period. To dig down into when people stop watching individual videos, check out the Audience Retention page. When you know where attention starts to fall off in your videos, you can gain insights into how to make them better and keep viewers interested longer in future videos you make.

2. Subscriber Count and Engagement

As on the other sites, YouTube tracks a number of ways people can directly interact with your content on the website. You'll see how many people liked your video (or disliked it), how many comments it received, and how many times people shared the video. In addition, you can see the most important engagement metric of them all – the number of subscribers to your channel. Anyone subscribing to your channel will start to see your videos featured on their YouTube homepage any time they're signed in, which will increase your views and engagement over time.

3. Audience Demographics

As on the other social media websites, YouTube will provide you data on

who is watching your videos in terms of demographics like age range, gender, and geography.

4. Traffic Sources

Before anyone can view or interact with your videos, they have to find them. Your Traffic Sources page will provide data on where your viewers are coming from. This can include external sources like outside links (on your website or in a marketing email, for instance), as well as different ways people come across videos in YouTube, including the search function or when they're featured as a Suggested Video or on a playlist.

5. Devices

Videos look different on different devices, so it's worth knowing if most of your visitors are viewing your videos on mobile devices (which is very common on YouTube) or on a desktop computer. You can make sure the videos you create look good on whichever type of device your viewers are most likely to watch them on.

While some new or small businesses are hesitant to embrace video marketing due to the associated costs, it's a common way that people interact with brands. If you give it a try, YouTube may end up being one of the best channels for you to reach your customers, and the rich analytics they provide can help you improve your video marketing strategy over time for better results.

Chapter

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Social Analytics for Your Business

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CHAPTER SEVEN

Social Analytics for Your Business

IF YOU'RE NEW TO SOCIAL MEDIA MARKETING, it can be intimidating. But after doing some requisite research into best practices, your smartest move is to dive in and start seeing what works for your brand. The platforms all do the important job of giving you information on what works, so you're consistently able to analyze who your audience is and what they respond to so you can just keep getting better. This is an area where you can learn by doing as much or more than you can by reading about what works for other brands.

And at the end of the day, remember that social media isn't just about gaining followers and interacting with your audience (although those are both good things!), but about starting a relationship between them and your brand. Your ultimate goal should be to drive people back to your website where they can solidify the relationship by signing up for your email list or, even better, buying one of your products. You don't want to

be overly promotional on social media, but you do want to use it as a tool to get more out of the main face of your business online: your business website.

For more tips on social media marketing for your business, visit the [HostGator blog](#).