

Social Analytics Workshop

University Communications

July 2022

Agenda

1. What do we measure?
2. How do we gather data?
3. Custom Fields
4. Social Media Reporting
5. What do I do with this info?
6. Tools & Resources available

Intro: What do we measure?

Metrics Overview

Engagements

Definition

The total amount of interactions on a post, including the sum of reactions, comments, and shares

What does this tell us?

Interaction: How effective was our content at enticing interactions?

Clicks

Definition

The total amount of clicks on the link included in a post

What does this tell us?

Traffic: How effective was our content at driving traffic to our source?

Reach

Definition

The potential amount of individuals exposed to a post

What does this tell us?

Awareness: How effective was our content at driving awareness?

Video Views

Definition

The total number of views on a video
(3 second view metric is shared across all networks)

What does this tell us?

Consumption: How many users are watching our videos? How effective was our video at driving consumption?

Which metrics to use

Viability and health of channel

Engagement:

- Easy, clear barometer of whether posts are resonating among audiences
- Biggest factor in network algorithm's treatment of channel
- Important for maintaining health & future viability of the channel

Department-wide goals

Aligning goals of the posts to metrics:

<u>Goals</u>	<u>Metric</u>
Driving Awareness ->	Reach
Driving Traffic to Website ->	Clicks
Driving Interaction ->	Engagement
Driving consumption of video content ->	Video Views



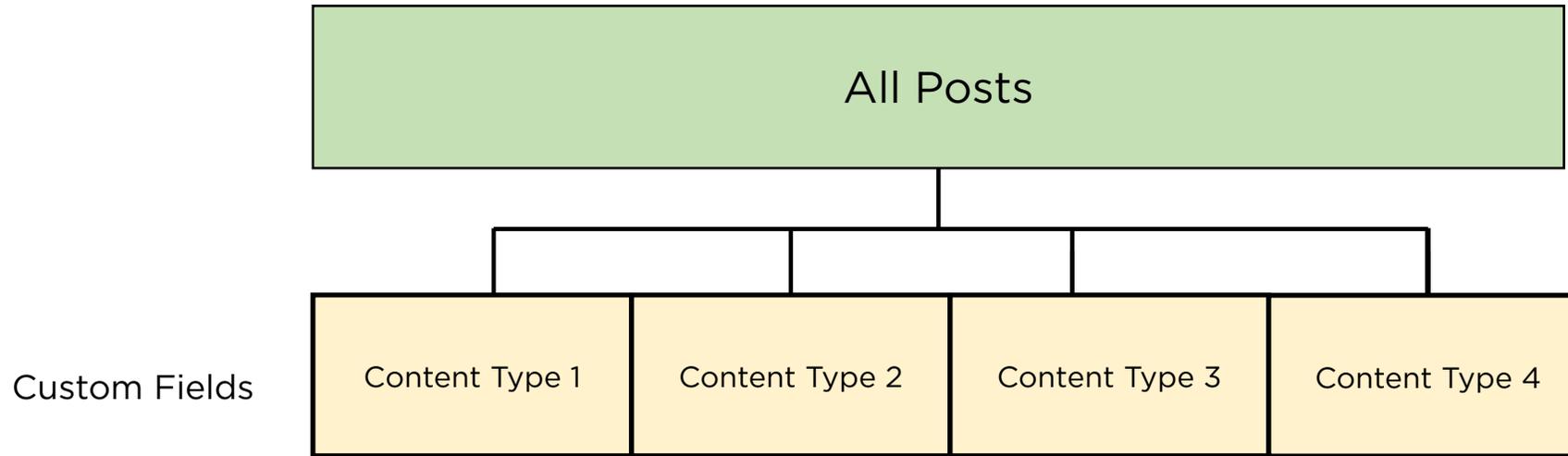
How do we gather data?

Sprinklr vs Native Platforms

Feature	Sprinklr	FB: Native Platform	IG: Native Platform	TW: Native Platform	LN: Native Platform
Primary post metrics (Engagement, Reach, Clicks, Video Views)	All Available	<p>All Available</p> <ul style="list-style-type: none"> • More robust video metrics (ex. watch retention curve) 	<p>All Available</p> <ul style="list-style-type: none"> • Only available through mobile app • Includes some metrics not available in Sprinklr (Follows from post) 	<p>All available</p> <ul style="list-style-type: none"> • Includes some metrics not available in Sprinklr (hashtag clicks, profile clicks) 	<p>All available</p> <ul style="list-style-type: none"> • Includes some metrics not available in Sprinklr (followers from post, visitor analytics)
In-Platform Reporting & Visualization	Available	<ul style="list-style-type: none"> • Pre-set graphs visualize many top-level metrics • Aggregation limited to 'Total' (Can't average) 	<ul style="list-style-type: none"> • Pre-set graphs visualize many top-level metrics • Aggregation limited to 'Total' (Can't average) 	<ul style="list-style-type: none"> • Pre-set graphs visualize many top-level metrics • Aggregation limited to 'Total' (Can't average) • Limited to viewing 91 days at a time 	<ul style="list-style-type: none"> • Pre-set graphs visualize many top-level metrics • Aggregation limited to 'Total' (Can't average) • Limited to 365 days
Categorization of Data	Available	X	X	X	X
Exporting data	Available	<ul style="list-style-type: none"> • Limited to 500 posts at a time • No custom exports 	X	<ul style="list-style-type: none"> • Limited to exporting one month at a time • Limited to the previous four months • No custom exports 	<ul style="list-style-type: none"> • Limited to specific time intervals up to 365 days • No custom exports

Custom Fields

What is a custom field?



Custom field: Allows you to group social posts into different categories

Examples:

- Post Type (ex. photo, video, text)
- Department-wide strategy the post falls under
- Goal or objective of post
- Target Audience
- Content Type
- Campaigns
- Tactic

UComms Examples

Campaign

Shared Page URL

Content Bucket

Focus Area

Source of Content

Includes #SpartansWill?

Link Property

Content Type

Post Type

UComms Examples

@MichiganStateU

▼ Brand

Content Bucket •
Affinity + Esteem x v

Content Type •
Dedicated Brand Content x v

UComms Focus Area •
DEI x v

Includes #SpartansWill? •
Yes x v

Shared Page URL
URL example here

▼ Mandatory Fields

Tier 1
U Comms x v

Tier 2
U Comms - Institutional x v

Post Type •
Graphic x v

Post Type: Details •
Graphic: Quote Tile x v

Source of Content •
Interns x v

Link Property •
UComms owned site (not MSUToday or MSU.edu) x v

@MSUNews

▼ Brand

News - Content Bucket •
Affinity & Esteem x v

News - Content Type •
Media Hit x v

News - Target Audiences •
Alumni x MI Public x x v

Shared Page URL
Shared Page URL

▼ Mandatory Fields

Tier 1
U Comms x v

Tier 2
U Comms - MSU News x v

Post Type •
Text x v

Custom Fields: Benefits

1. Reduces Bias when making observations

- Confirmation Bias: “tendency to seek out information to confirm beliefs you already hold”
- Availability Bias: “A distortion that arises from the use of information which is most readily available, rather than which is necessarily most representative
- Recency Bias: “The tendency to place too much emphasis on experiences that are freshest in your memory- even if they are not the most relevant or reliable

2. Switches from anecdotal observations to data-driven insights, backed by statistical strength

Example

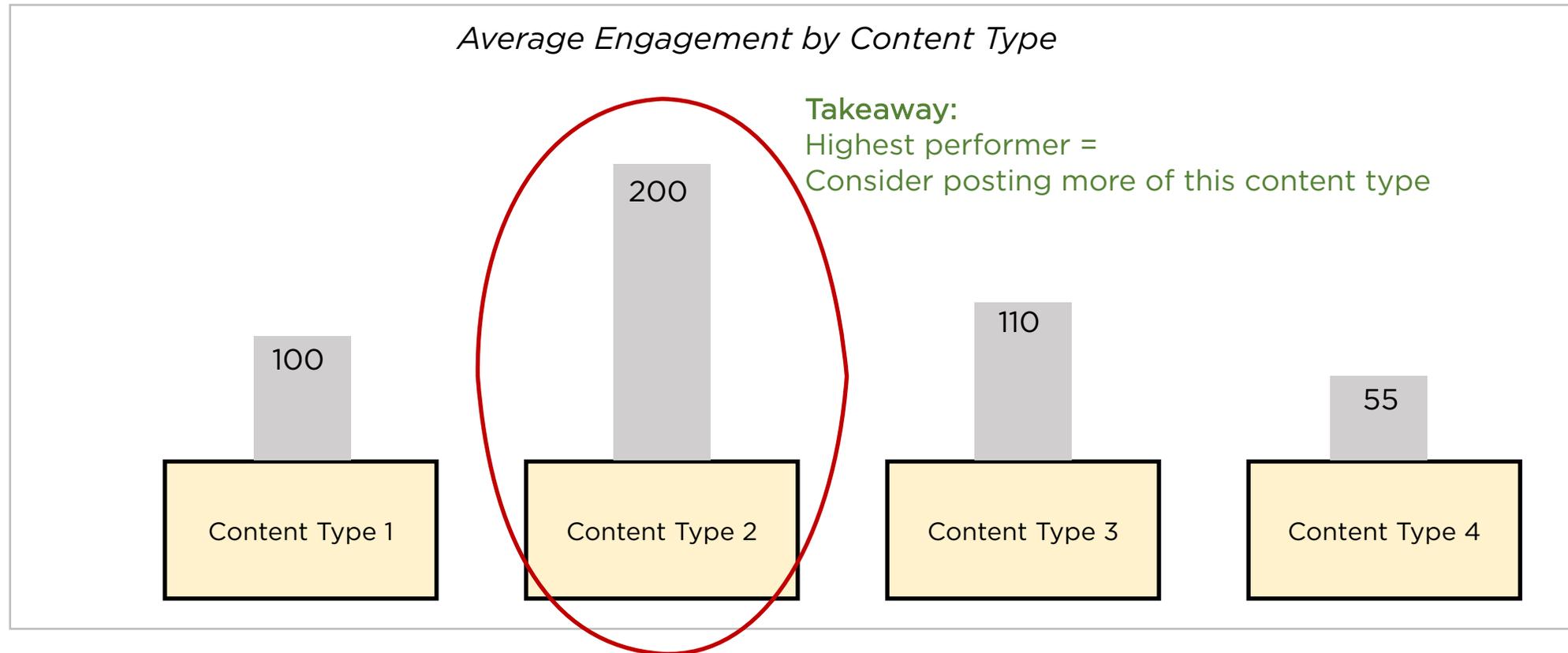
I've noticed stories including rankings typically perform better than other research-related content

Vs.

- Ranking stories *receive 2.3x more engagements* than the average research story
- Ranking stories are the **highest engaging type** of research on Twitter and Facebook

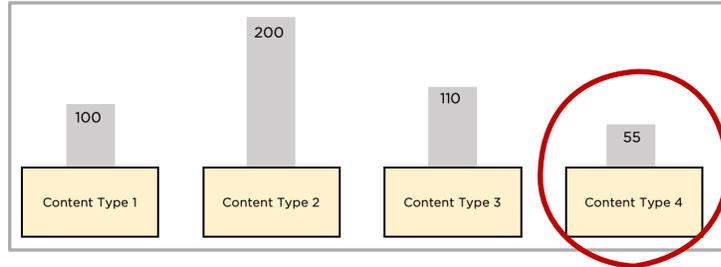
Custom Fields: Examples of Measuring

Approach 1: Comparing options to each other



Custom Fields: Examples of Measuring

Approach 2: Optimizing *within* custom field options



How can we improve the performance of our lowest content type?

Content Type 1



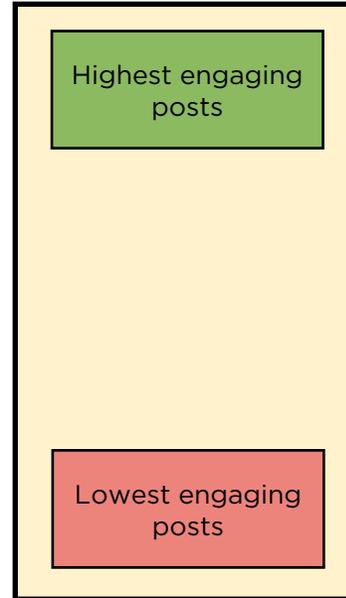
Content Type 2



Content Type 3



Content Type 4



What posts are receiving the **most engagements** among this group?

- Are there any patterns or commonalities among these?
- Are there any findings we can leverage?

What posts are **driving engagement down** among this group?

- Are there any patterns or commonalities among these?
- Is there anything we can **do differently**?

Custom Fields: Examples of Measuring

Layering Custom Fields

How do these categories interact with one another?

Example Question: *Within each content type, what is the most effective post type?*

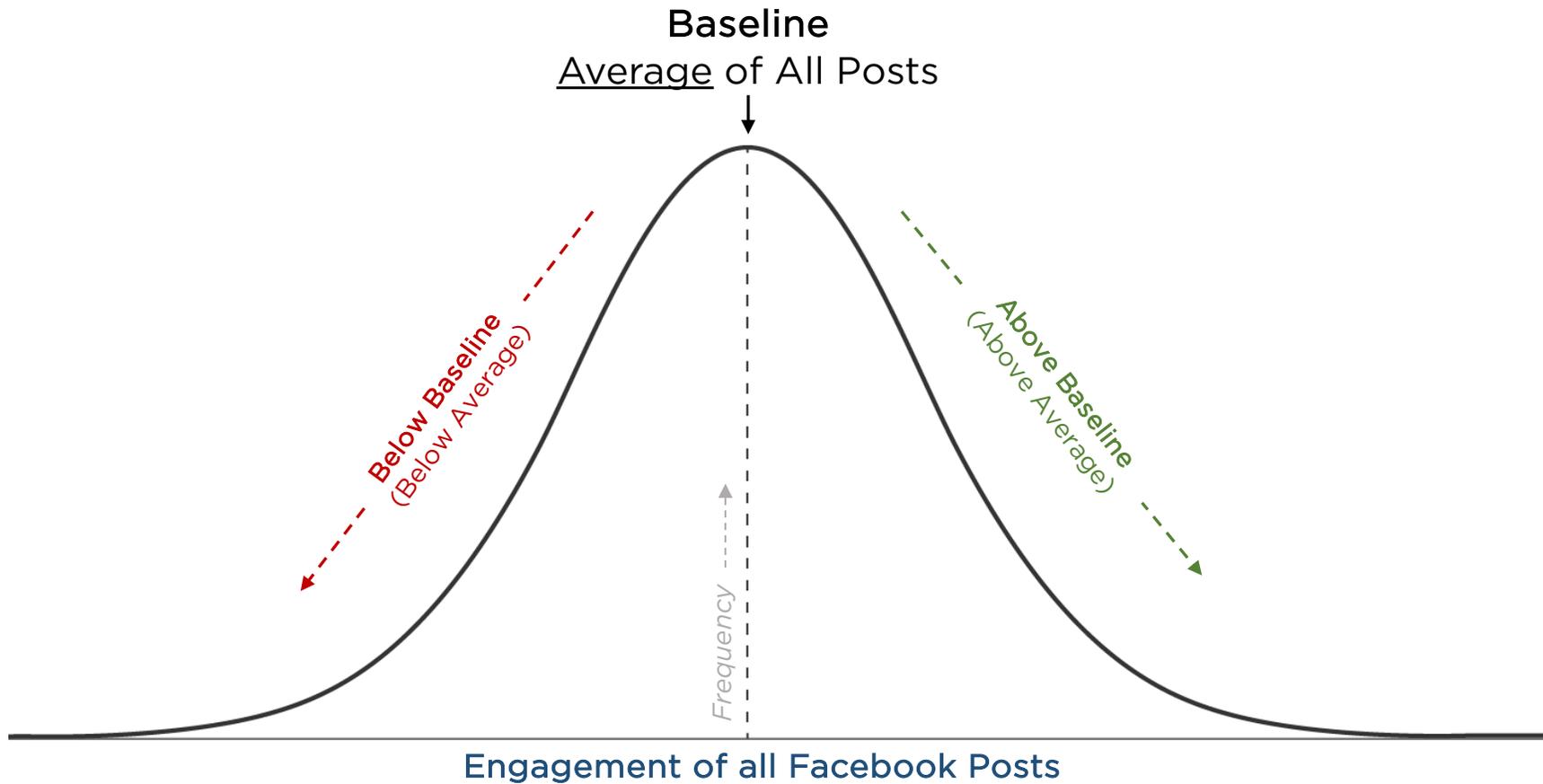
	Content Type 1	Content Type 2	Content Type 3	Content Type 4
Photos	Light Green	Dark Green	Medium Green	Very Light Green
Videos	Light Green	Medium Green	Light Pink	Medium Green
Graphics	Light Pink	Light Green	Dark Green	Dark Pink
Text	Very Light Green	Light Green	Dark Pink	Light Pink

Within content type 4:

- **Most Effective:** Videos
- **Least Effective:** Graphics

Social Media Reporting

Daily Reporting: Baselines



Baseline Definition: The average amount for a given metric or KPI and can be helpful when assessing whether something performed above or below the average of other efforts

Purpose: Quickly understand how a piece (or pieces) of content are performing, compared to 'typical' performance

Weekly Reporting: Wrap-Ups



Institutional Network-Wide Baselines

Post Baselines

Dec 1, 2021 - May 31, 2022

Social Network: Fac... (1)

For accurate Video Views baselines,
filter 'Post Type' to 'Video':

Post Type

Campaign: Proactive Cont... (1)

Total Posts: 100

Engagements

Reach

Video Views

Upper Baseline
(Average + 0.5 St Dev)

3,705

135,746

12,847

Baseline
(Average)

2,536

96,077

4,313

Lower Baseline
(Average - 0.5 St Dev)

1,366

56,408

-4,221

Note: Baseline data is updated manually at the beginning of each month

Daily Reporting: Baselines

Message Scorecard									
Published Date	Outbound Post	Total Engagements	Estimated Clicks	Post Reach	Linkedin Post Likes	Linkedin Post Comments	Linkedin Post Shares	LinkedIn Video Views	
		20.7K	0	707.5K	19.7K	425	550	15.8K	
Jun 21, 2022 10:49 AM	 Michigan State University Summer in EL. ☀️ <small>Jun 21, 2022</small> 	4.6K	0	98.3K	4.4K	72	78	0	
Jun 17, 2022 09:00 AM	 Michigan State University Happy National Mascot Day to the best in the... <small>Jun 17, 2022</small> 	3.3K	0	107.4K	3.1K	81	102	0	
Jun 13, 2022 09:42 AM	 Michigan State University Proud of this. #GoGreen <small>Jun 13, 2022</small> 	3.1K	0	92.5K	2.9K	80	136	0	
Jul 1, 2022 12:21 PM	 Michigan State University Simply MSU. ❤️ <small>Jul 1, 2022</small> 	2.6K	0	78.5K	2.5K	25	36	0	
Jun 9, 2022 09:00 AM	 Michigan State University 2022 📺 1945 On this day in 1945, the original... <small>Jun 9, 2022</small> 	2.3K	0	88.7K	2.1K	62	53	0	
Jun 22, 2022 09:00 AM	 Michigan State University On this day in 1929, Beaumont Tower was... <small>Jun 22, 2022</small> 	1.7K	0	64K	1.7K	21	35	0	
Jun 23, 2022 09:20 AM	 Michigan State University More than 50,000 viewers from 23 countries... <small>Jun 23, 2022</small> 	944	0	43.8K	888	22	34	11.9K	

Weekly Reporting: Wrap-Ups



SOCIAL RECAP



JUNE 19–25

FACEBOOK



Total engagements: 4.2K

Reach: 104.5K

Above baseline (2.5K)

This gallery performed above baseline on Facebook, Instagram and LinkedIn. However, is performed below baseline on Twitter.

Longer Cadence Reporting: Monthly, Quarterly, or Yearly

Reporting longer time windows:

Monthly, Quarterly, or Yearly

Focus of reports:

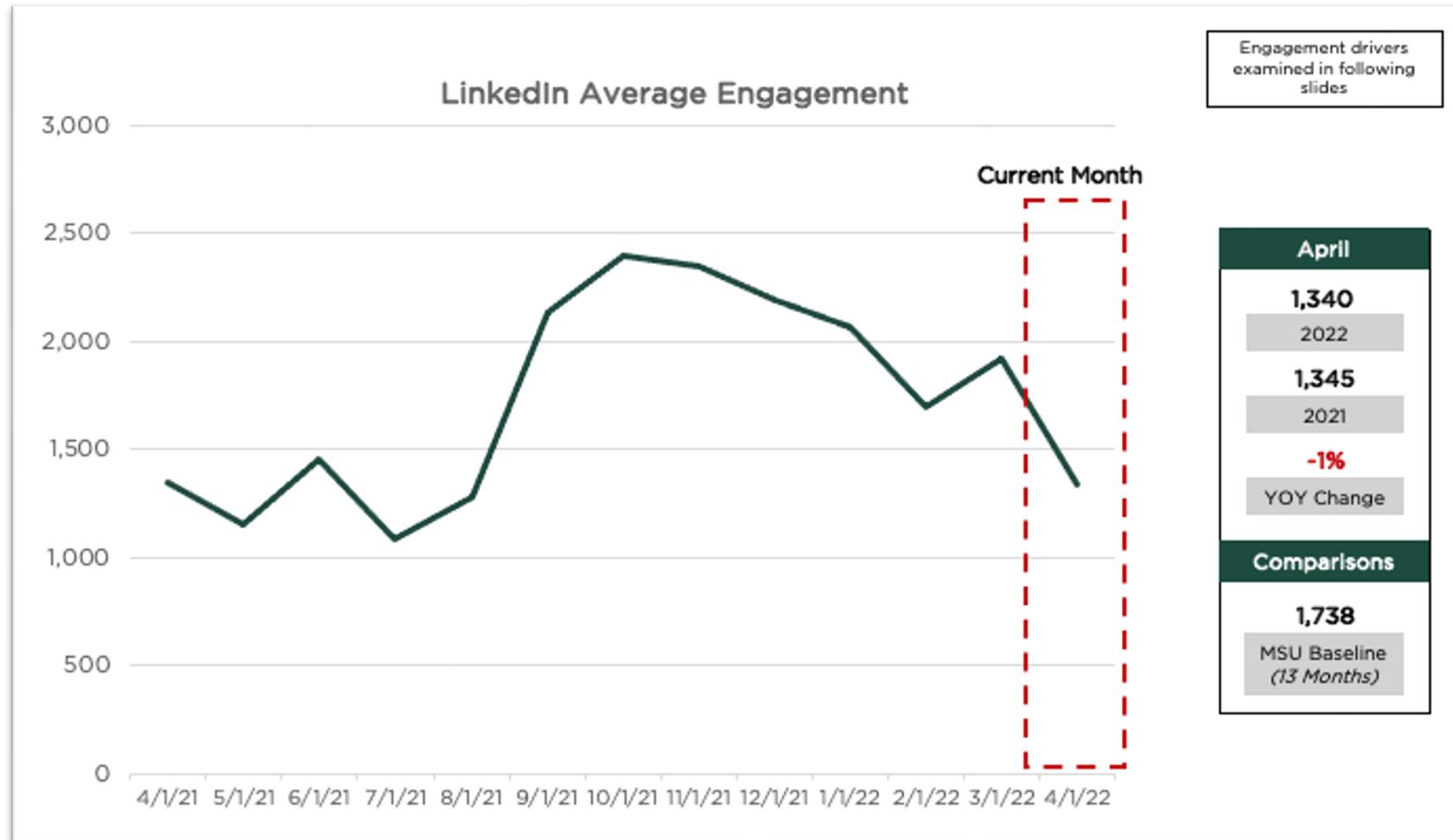
- **Trending**, movements in overall channel performance
- Monitoring of **channel health**
- Understanding if **goals** or **objectives** have been met
- Performance for **categories of posts** (custom fields, content types)
- Success of **campaigns**
- Highlights of **top performers** and **bottom performers**

Benefits:

- Zoomed out view of performance change
- **Larger sample** size of data when drawing comparisons
- Ability & bandwidth to take deeper dives, identify patterns, learnings, & insights to shift strategy

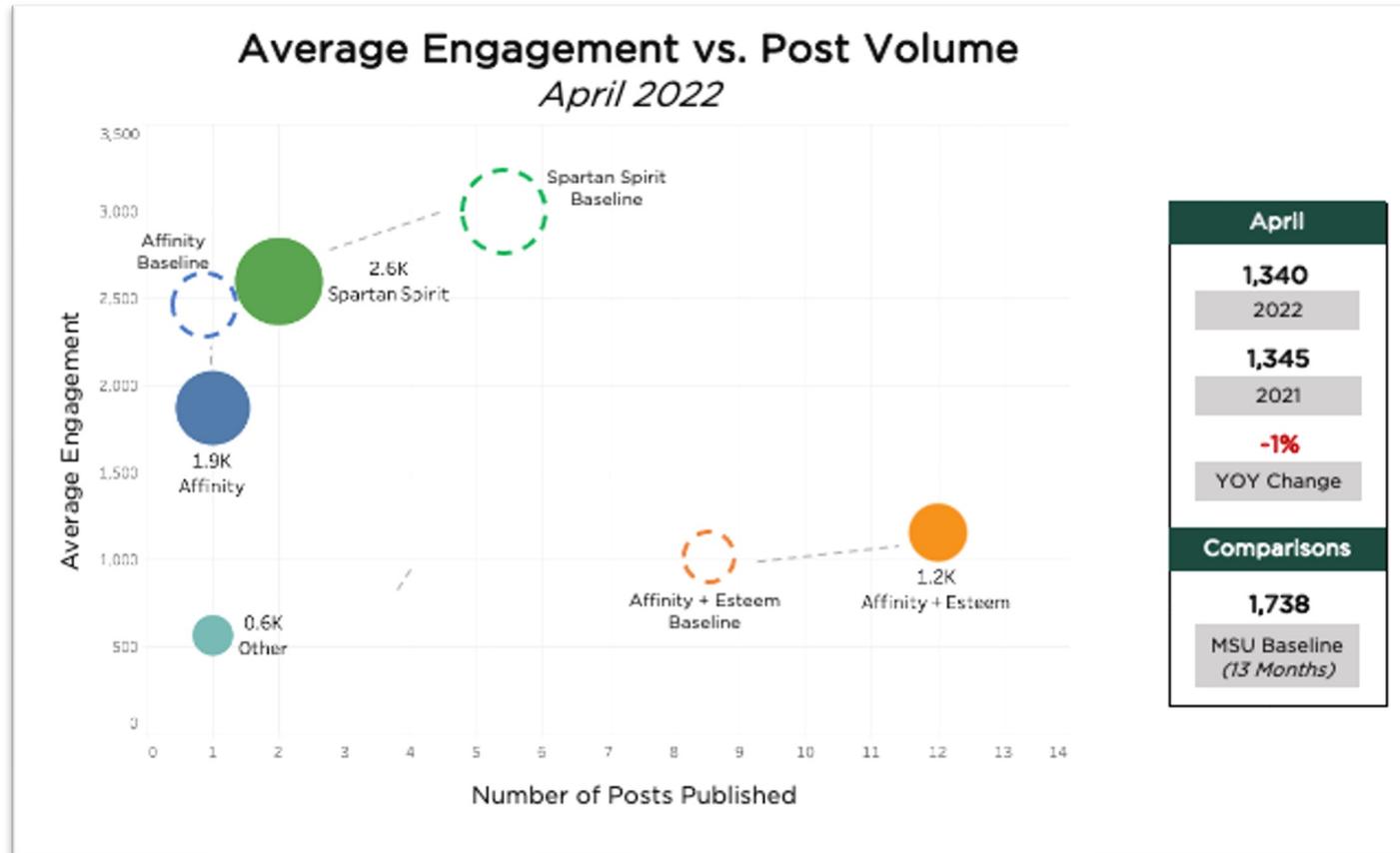


Monthly Report Example



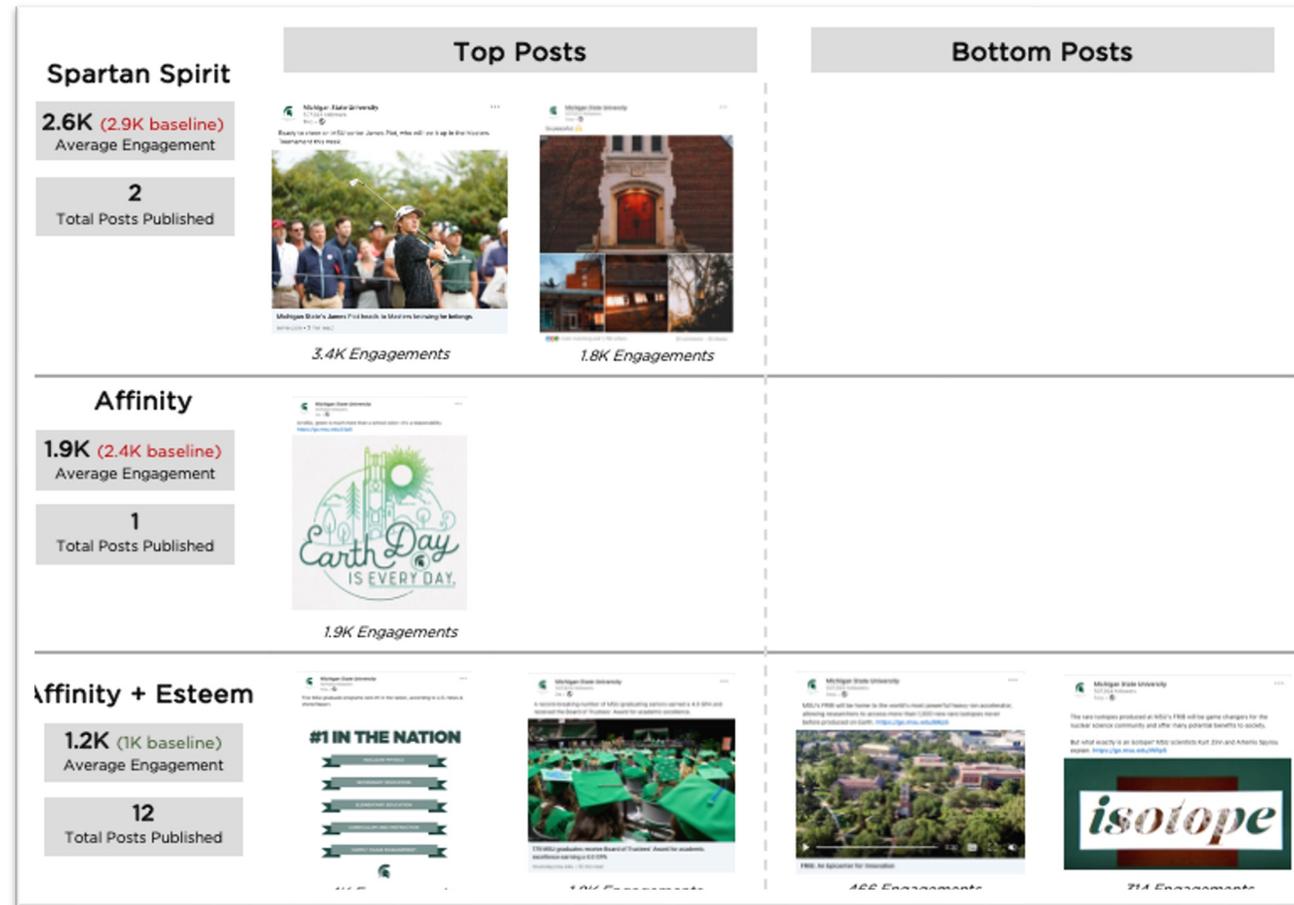
- This Example monitors the trending of 'Average Engagements Per Post', broken out by Month
- What this tells us:
 - Where channel health lies compared to previous performance

Monthly Report Example



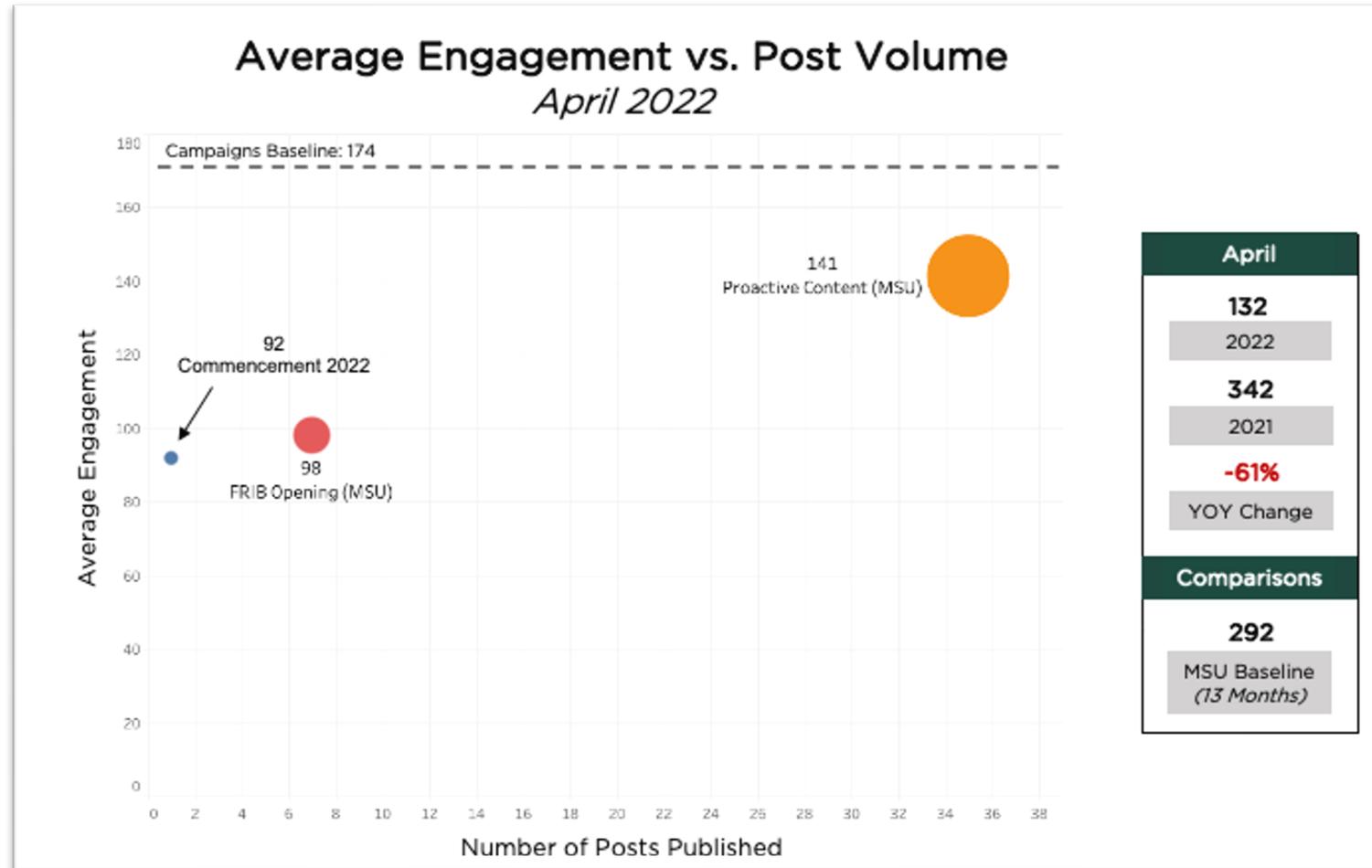
- This Example measures engagement performance of 'Content Types' in the past month, as well as their posting frequency
- **What this tells us:**
 - What types of content are driving this month's performance
 - Are any content types performing well? Underperforming?
 - Do we need to shift our publishing mix?

Monthly Report Example



- This Example zooms into each content type and lists the top and bottom engaging posts
- What this tells us:
 - What specifically is driving performance within each group?
 - Are there any common patterns between high performers? Low performers?

Monthly Report Example



- This Example measures the average performance of campaigns that occurred during the month
- What this tells us:
 - How has the performance of this campaign compared to other campaigns? The rest of our content?

Social Reporting Best Practices



Measure networks separately,
opposed to combining

Total Engagements

of Posts

Measuring **Averages** of groups of
posts, opposed to **Totals**



12/30/21	SPARTANS WILL.
5/9/22	Third ever female sparty ←
11/12/21	Green was the color of the grass where
11/12/21	#RedTaylorsVersion
11/3/21	STUNNING. 📧: michiganskymedia

When necessary, include either **screenshots** of
post or **hyperlinks**



+35% from last week



**3.5X higher than
baseline**

Making comparisons to adequate
sample sizes

What do I do with this info?

Content Strategy

Resurfacing content

MSU @michiganstateu

You're a Spartan, and #SpartansWill.



Spartan

(noun) \ 'spär-tən \

: an individual who exhibits an uncommon will to make a better world

ALT

9:00 AM · Sep 14, 2020 · Sprinklr

||| View Tweet analytics

163 Retweets 13 Quote Tweets 806 Likes

MSU @michiganstateu

You're a Spartan, and #SpartansWill.



Spartan

(noun) \ 'spär-tən \

: an individual who exhibits an uncommon will to make a better world

ALT

9:35 AM · Mar 11, 2022 · Sprinklr

||| View Tweet analytics

92 Retweets 9 Quote Tweets 514 Likes

MSU @michiganstateu

Sally Nogle was the first woman to become an athletic trainer for a Big Ten football team when she came to MSU in 1983. go.msu.edu/k6p #GoGreen



FIRST WOMAN TO BECOME AN ATHLETIC TRAINER FOR A BIG TEN FOOTBALL TEAM

SALLY NOGLE

0:15 32.4K views

Content Strategy

Platform decision making

Michigan State University  · Published by Sprinklr · May 31 · 

MSU researchers are helping restore the population of Michigan's lake sturgeon, the oldest living fish species in the Great Lakes. #SpartansWill



MSUTODAY.MSU.EDU

Bringing back Michigan's lake sturgeon
Lake sturgeon are the oldest living fish species in the Great Lakes, first appearing in the fos...

151,903 People reached 6,635 Engagements — Distribution score [Boost post](#)

  2.1K 50 Comments 244 Shares

michiganstateu · Following · Original Audio

michiganstateu · Team doors. 



We're team doors.

msu_teamwheels I do love a good door but this simply cannot be true
14w 1 like Reply

emilia_p_10 Who's we?
15w Reply

ashleyfreestone ugh now i'm going to get made fun of for going to a dumb school
15w 1 like Reply

abbydewhirst_ move in carts AND every room has 2 chairs with 4 wheels bruh
15w 2 likes Reply

gayleromigbachert Wow 🙌🙌🙌
15w Reply

mtbmartin29 Nope!!!
15w 1 like Reply

jacobwins82949 Yessir facts
15w Reply

noahhgallagher Cool 🙌
15w Reply

fritzy1128 Ok but how many wheels
15w Reply

ethan.engleman I love this school so much

 Liked by kellymsu and 5,394 others

MARCH 18

 Add a comment... [Post](#)

Content Strategy

Content production

#1 IN THE NATION

- NUCLEAR PHYSICS
- SECONDARY EDUCATION
- ELEMENTARY EDUCATION
- CURRICULUM AND INSTRUCTION
- SUPPLY CHAIN MANAGEMENT



Michigan State University

michiganstateu • Following
Michigan State University

michiganstateu Five MSU graduate programs rank #1 in the nation, according to @usnews. 🏆
Edited · 3w

jbtik #proudspartan
3w · 2 likes · Reply

alanberry7 Where's football and basketball? 🤔 #goblue
3w · Reply

— View replies (2)

kimberlyfontaine_ Go Green 🍀

Liked by **kkellymsu** and 8,129 others
MARCH 30

Add a comment... [Post](#)

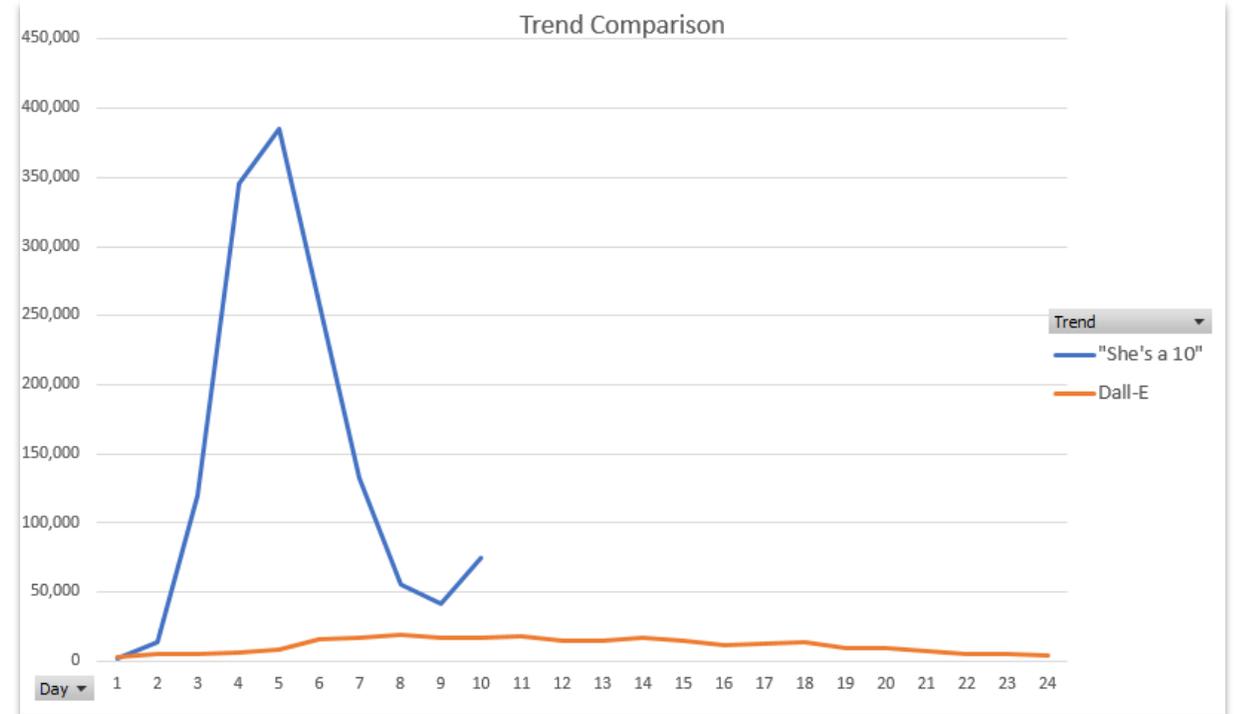
MSU News @MSUnews · Jun 13
Spartans go global. 🌍

NO. 1 IN THE NATION FOR STUDY ABROAD

ALT

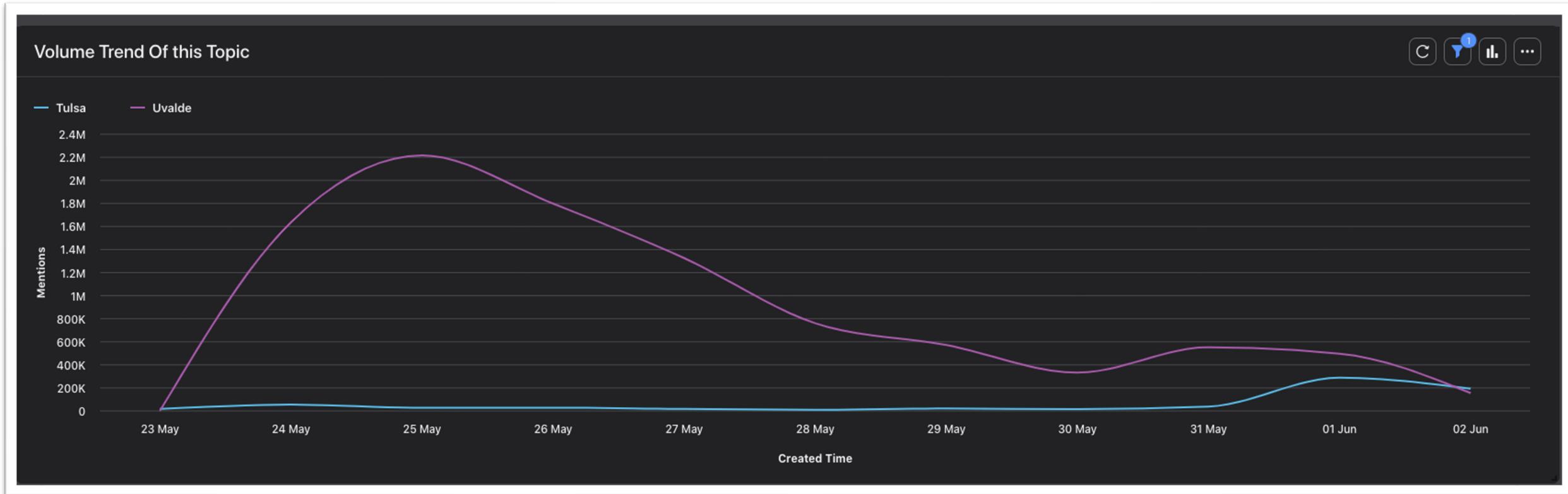
Content Strategy

Trend participation



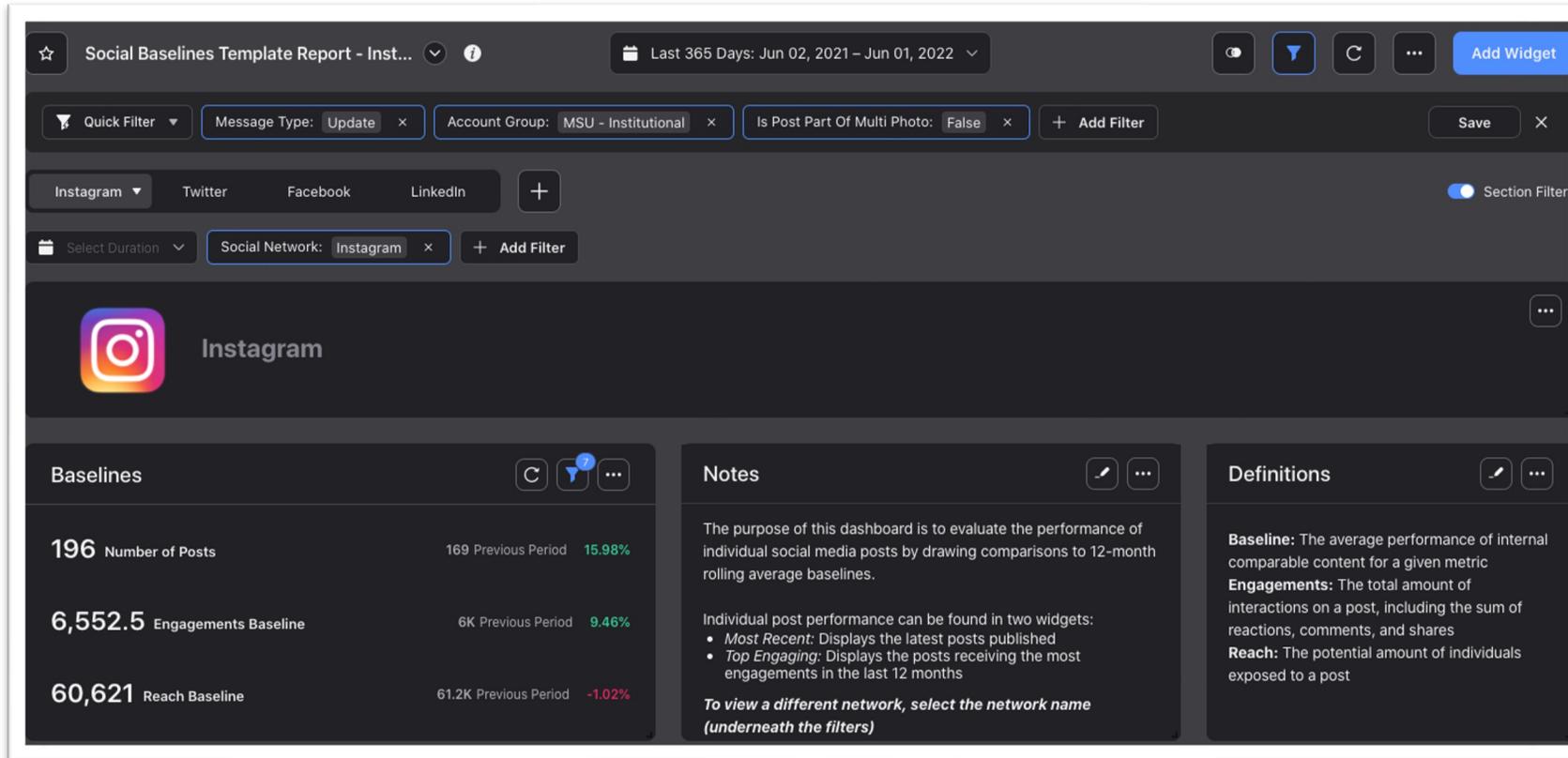
Content Strategy

Posting frequency, including pauses



Tools & Resources Available

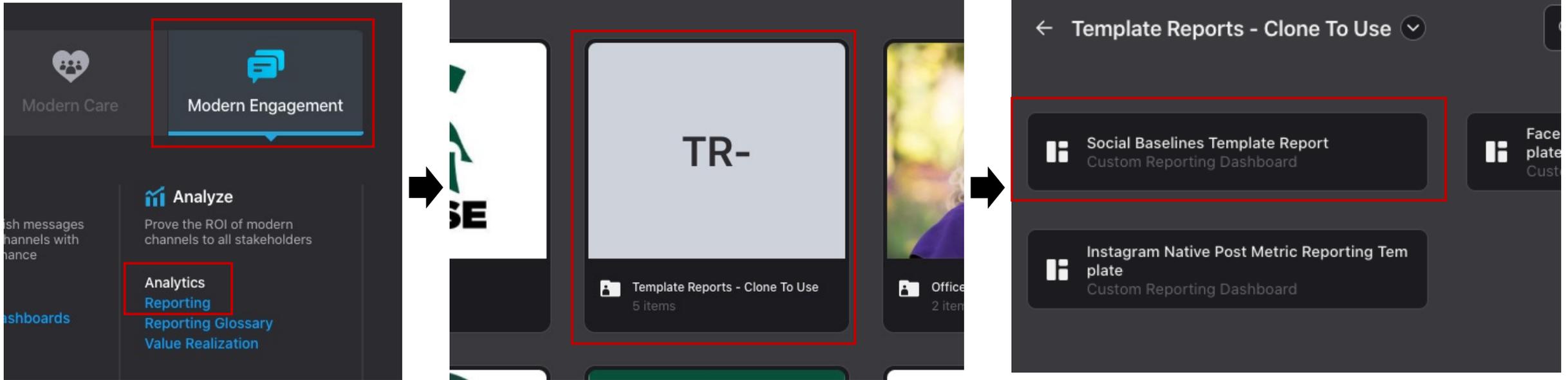
Baseline Dashboard Template



Purpose of dashboard: Quickly evaluate performance of individual social media posts, by comparing these to 12-month rolling average of metrics (Baselines)

- Available to all Sprinklr users
- Can clone the dashboard and configure to your unit

Baseline Dashboard Template: Where to Find

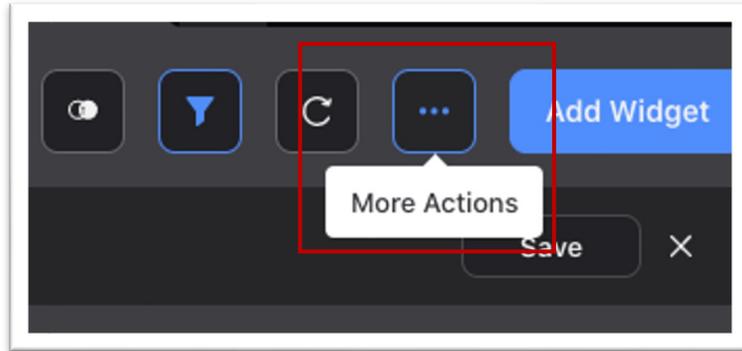


To find this dashboard, select:

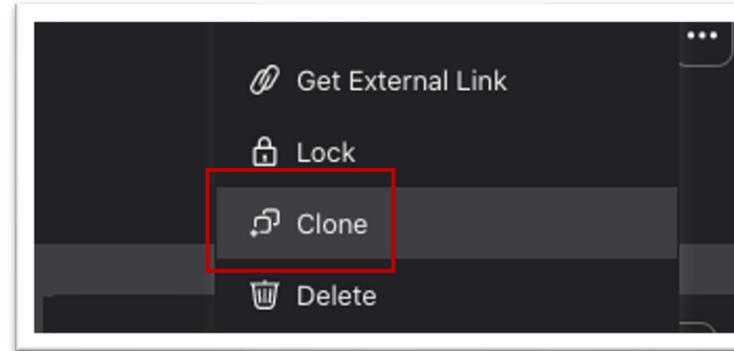
- Modern Engagement > (Section: Analyze) **Reporting**
- Folder: **Templated Dashboards – Clone to Use**
- Dashboard: **Social Baselines Template Report**

Baseline Dashboard Template: Cloning

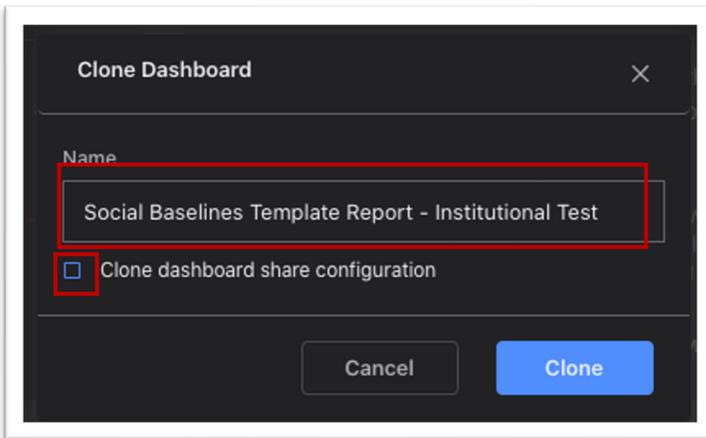
1.



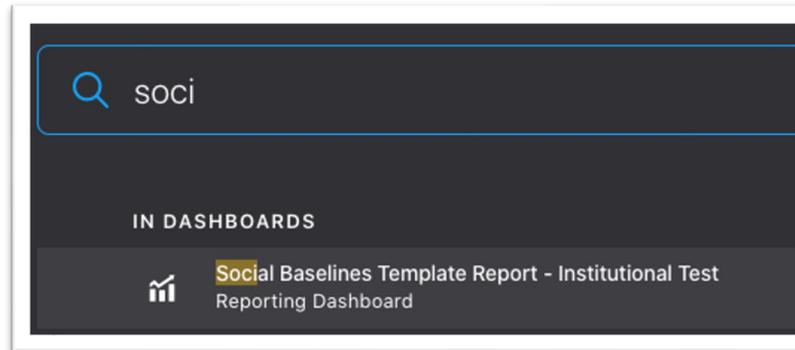
2.



3.



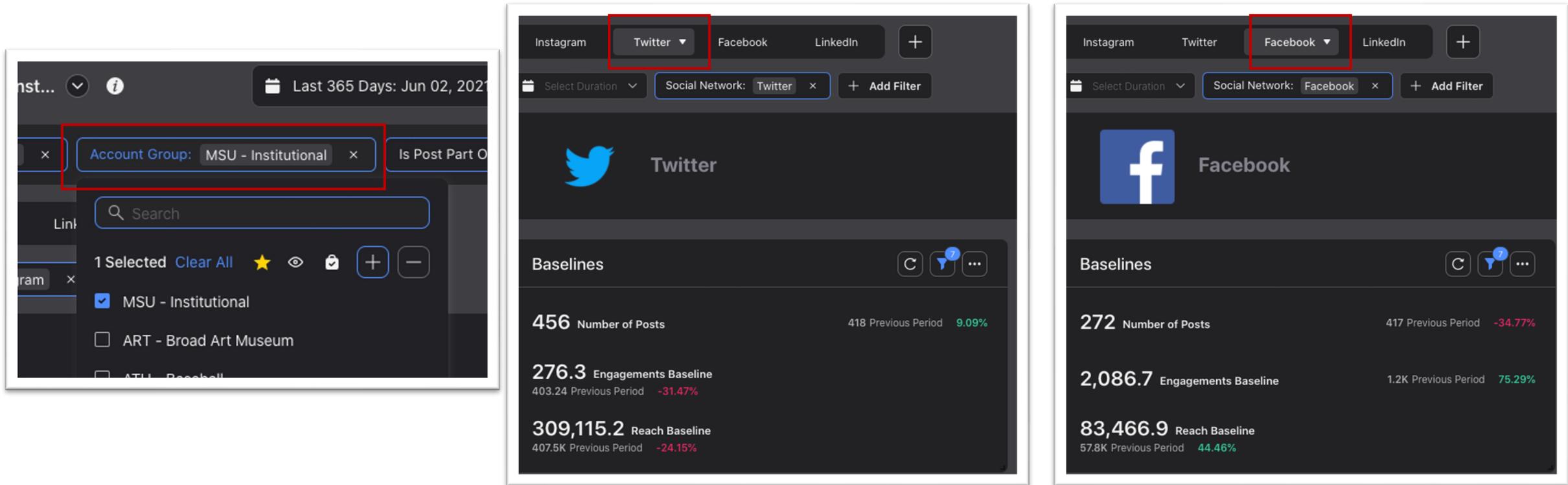
4.



To clone the dashboard:

- Select **three horizontal dots** (Top-right of page)
- Select **“Clone”**
- Change the name, and uncheck **“Clone dashboard share configuration”**
- Find your dashboard by **searching for the title** in the home menu, or going to: Analytics > Reporting > Down Arrow in Top-Left > My Dashboards

Baseline Dashboard Template: How to use



Using the tool:

- Filter Account Group to your unit
- Review baselines for each network by changing the section in the dashboard

Baseline Dashboard Template: How to use

The dashboard is divided into several sections:

- Baselines:** Shows 6,552.5 Engagements Baseline (6K Previous Period, +9.46%) and 60,622.1 Reach Baseline (61.2K Previous Period, -1.02%).
- Most Recent Posts:** Displays two posts from @michiganstateu. The first post (May 18, 2022) has 5.8K Post Brand Engagement. The second post (May 13, 2022) has 4.7K Post Brand Engagement.
- Top Engaging Posts:** Displays two posts from @michiganstateu. The first post (Dec 3, 2021) has 35.3K Total Engagements and 239.7K Post Reach. The second post (Oct 30, 2021) has 19.7K Total Engagements and 137.1K Post Reach.

Individual post performance can be found in two widgets:

- **Most Recent:** Displays the latest posts published
- **Top Engaging:** Displays the posts receiving the most engagements in the last 12 months

To view a different network, select the network name (underneath the filters)

interactions on a post, including the sum of reactions, comments, and shares
Reach: The potential amount of individuals exposed to a post

Compare Recent Posts or Top Engaging Posts to your Baselines

Full documentation for this dashboard can be found [here](#).

Free Tools Available

Data Storing & Management

- Microsoft Excel*
- Google Sheets

Data Visualization

- Google Slides
- Microsoft PowerPoint*
- Google Data Studio



Questions?