EFFECTIVE SOCIAL MEDIA & ANALYTICS
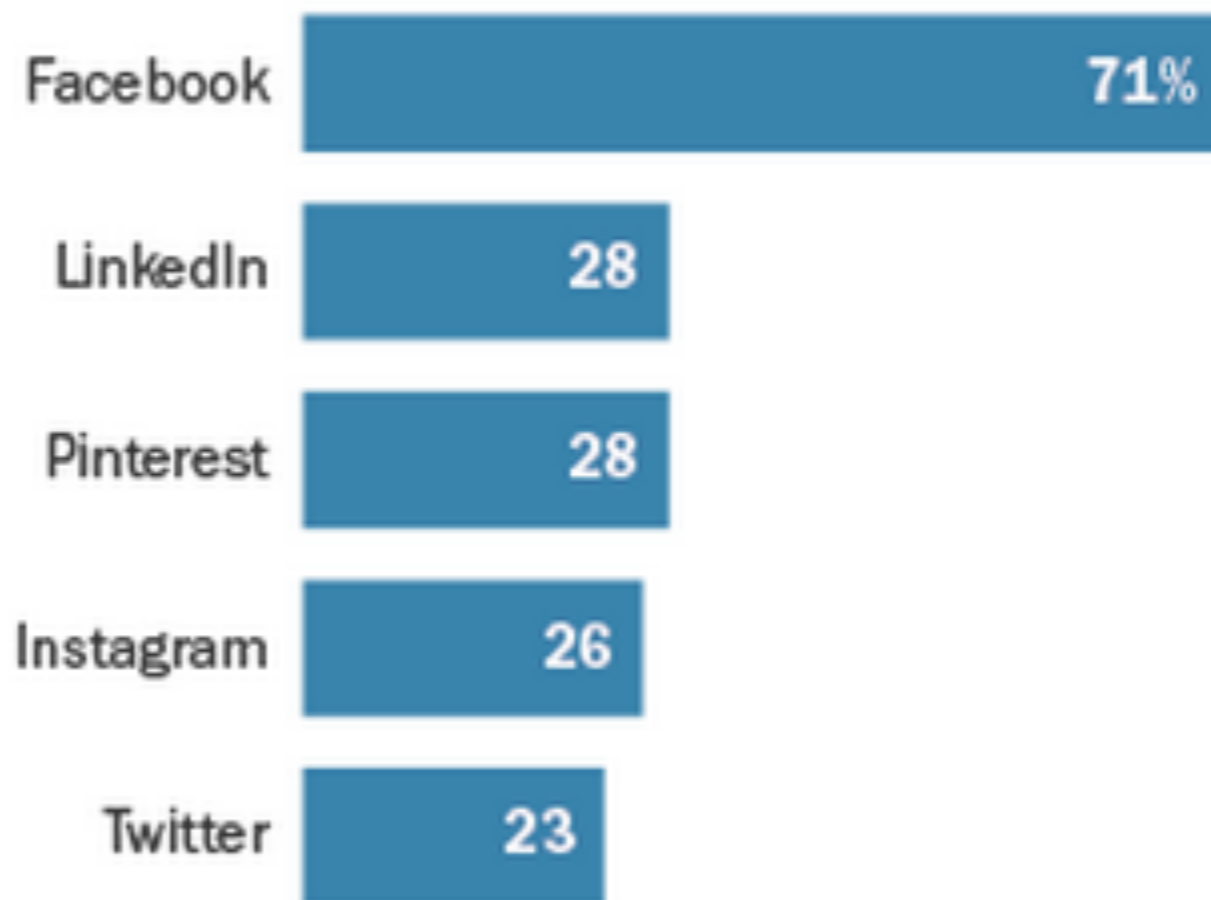

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2.3.2016

SOCIAL MEDIA USE

Percent of online adults who use the following social media websites

Facebook — 71%
LinkedIn — 28
Pinterest — 28
Instagram — 26
Twitter — 23

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SOCIAL MEDIA USE

US Twitter Users Overlap Strongly w/Facebook Users

Social media matrix

% of users of each particular site who use another particular site (e.g.,34% of Pinterest users also use Twitter)

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who ...	-	58%	42%	47%	91%
% of Instagram users who ...	52%	-	47%	38%	94%
% of Pinterest users who ...	34%	43%	-	40%	88%
% of LinkedIn users who ...	39%	35%	40%	-	86%
% of Facebook users who ...	29%	34%	34%	33%	-

Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014.

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TWITTER USE

Twitter users

Among online adults, the % who use Twitter

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|	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n=685)	18	30*
Less than $30,000/yr	17	20
$30,000-$49,999	18	21
$50,000-$74,999	15	27*
$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

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SOCIAL VS. TRADITIONAL COMMUNICATION

Traditional media: **one-way**
Marketing by interruption & intermission

Social media: **two-way**
Marketing by permission

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EVALUATE

PLAN

MEASURE

IMPLEMENT

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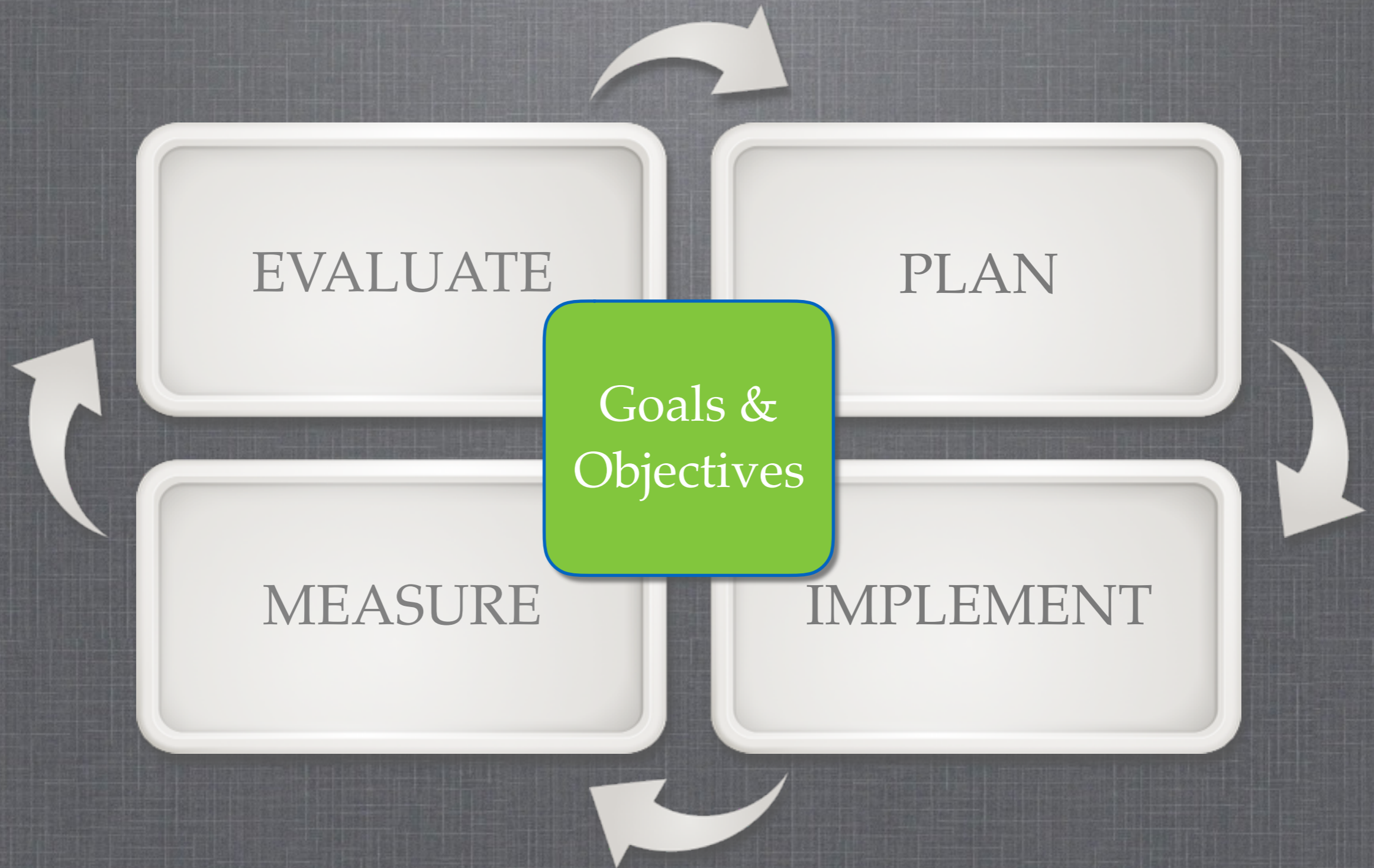
- Determine audience & community

- Listen, set up listening posts

- Rules of engagement

- Content calendar

- Content seeding

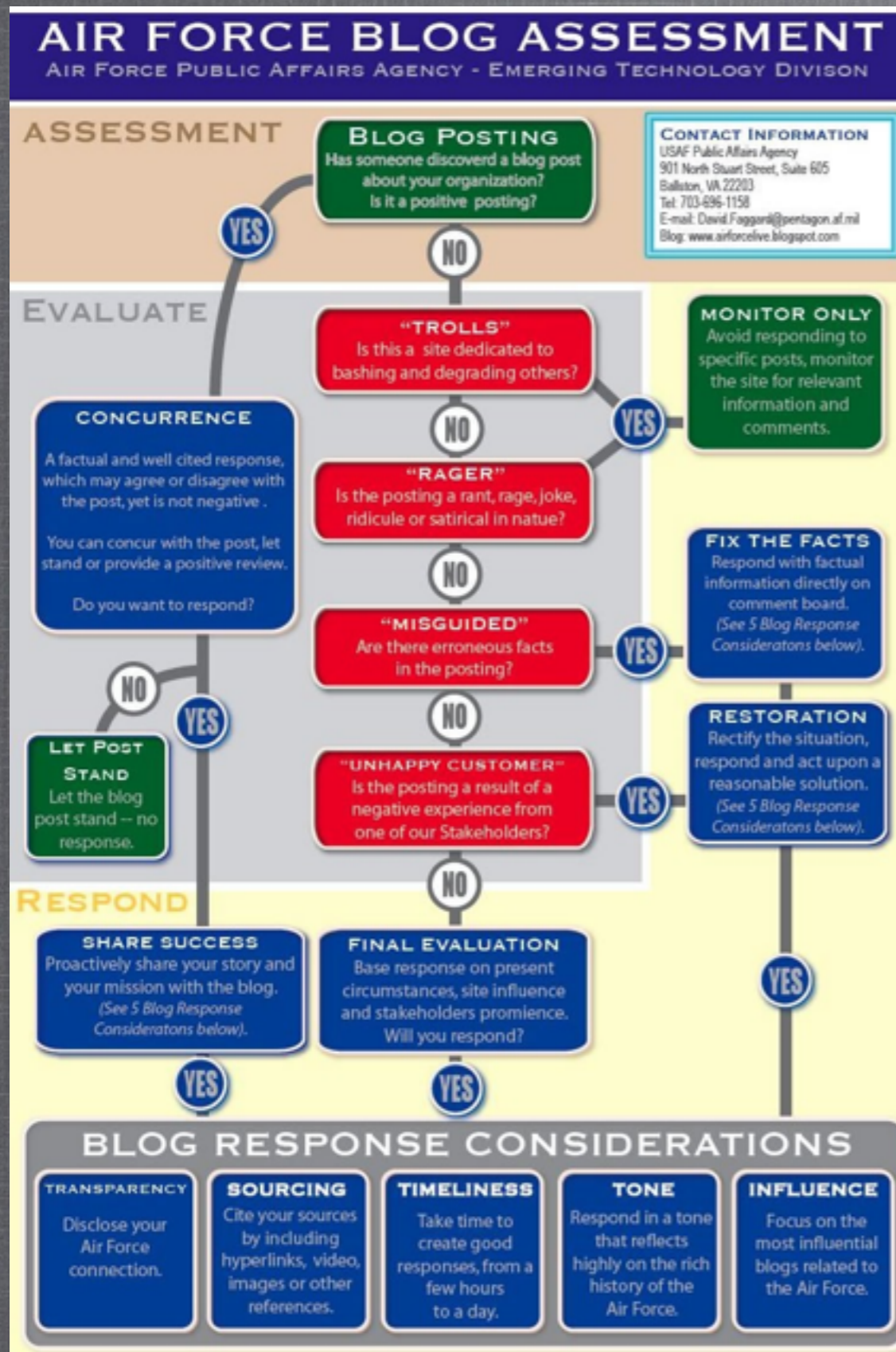- Timing

- Voice and message

PLAN

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DISCOVER THE RIGHT PEOPLE TO FOLLOW

- Search and listen a lot - social media is an always-on, giant focus group

- Track Hashtags

- Influencers of your Influencers

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RULES OF ENGAGEMENT

AIR FORCE BLOG ASSESSMENT
AIR FORCE PUBLIC AFFAIRS AGENCY - EMERGING TECHNOLOGY DIVISON

ASSESSMENT

BLOG POSTING
Has someone discovered a blog post about your organization? Is it a positive posting?

CONTACT INFORMATION
USAF Public Affairs Agency
901 North Stuart Street, Suite 605
Ballston, VA 22203
Tel: 703-696-1158
E-mail: David.Faggard@pentagon.af.mil
Blog: www.airforcelive.blogspot.com

EVALUATE

CONCURRENCE
A factual and well cited response, which may agree or disagree with the post, yet is not negative.

You can concur with the post, let stand or provide a positive review.

Do you want to respond?

"TROLLS"
Is this a site dedicated to bashing and degrading others?

MONITOR ONLY
Avoid responding to specific posts, monitor the site for relevant information and comments.

"RAGER"
Is the posting a rant, rage, joke, ridicule or satirical in natue?

FIX THE FACTS
Respond with factual information directly on comment board.
(See 5 Blog Response Consideratons below).

"MISGUIDED"
Are there erroneous facts in the posting?

LET POST STAND
Let the blog post stand -- no response.

"UNHAPPY CUSTOMER"
Is the posting a result of a negative experience from one of our Stakeholders?

RESTORATION
Rectify the situation, respond and act upon a reasonable solution.
(See 5 Blog Response Consideratons below).

RESPOND

SHARE SUCCESS
Proactively share your story and your mission with the blog.
(See 5 Blog Response Consideratons below).

FINAL EVALUATION
Base response on present circumstances, site influence and stakeholders promince. Will you respond?

BLOG RESPONSE CONSIDERATIONS

TRANSPARENCY
Disclose your Air Force connection.

SOURCING
Cite your sources by including hyperlinks, video, images or other references.

TIMELINESS
Take time to create good responses, from a few hours to a day.

TONE
Respond in a tone that reflects highly on the rich history of the Air Force.

INFLUENCE
Focus on the most influential blogs related to the Air Force.

- Have a policy that works for you

- Make sure everyone knows it

- Stick to your rules

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TWEETS & TIMING

- Establish what and when you're going to share (Content Calendar)

- General rules (made to be broken):

- Weekends are better than week days

- 7am-8pm is better than 8pm-7am
  $\approx$ 30% increase in engagement

- Learn when the conversations you want to listen to or join are happening

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CONTENT SEEDING - BLOG

- Google has not invented the time machine (yet)

- Top 4 search engines:
  1) Google 2) YouTube 3) Bing 4) Yahoo

- Page 1 search results on Google receive 95% of all traffic

- Google's mission is to organize the world's information and make it universally accessible and useful.

- website log files: why a blog on your domain is critical

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EVALUATE

PLAN

MEASURE

IMPLEMENT

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- Tell people you're on the platform

- Create an engaging channel

- Build your army

- The 80/20 Rule

- "Share Tactics"

- URL shorteners

- Hashtags

LET YOUR NETWORKS KNOW WHAT PLATFORMS YOU'RE ON

- Add your social links to your email signature and business cards

- Add a social button to your blogs, web pages, etc.

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CREATE AN ENGAGING CHANNEL

- Share your expertise & insights

- Add media: Pics, gif animations, videos

- Respond to everyone (within reason)

- Stay on topic

- Be human, get personal (within reason)

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BUILD YOUR AUDIENCE & ARMY

- This doesn't happen over night

- Share content that interests your target audience

- Follow the conversation, engage when ready

THE 80/20 RULE
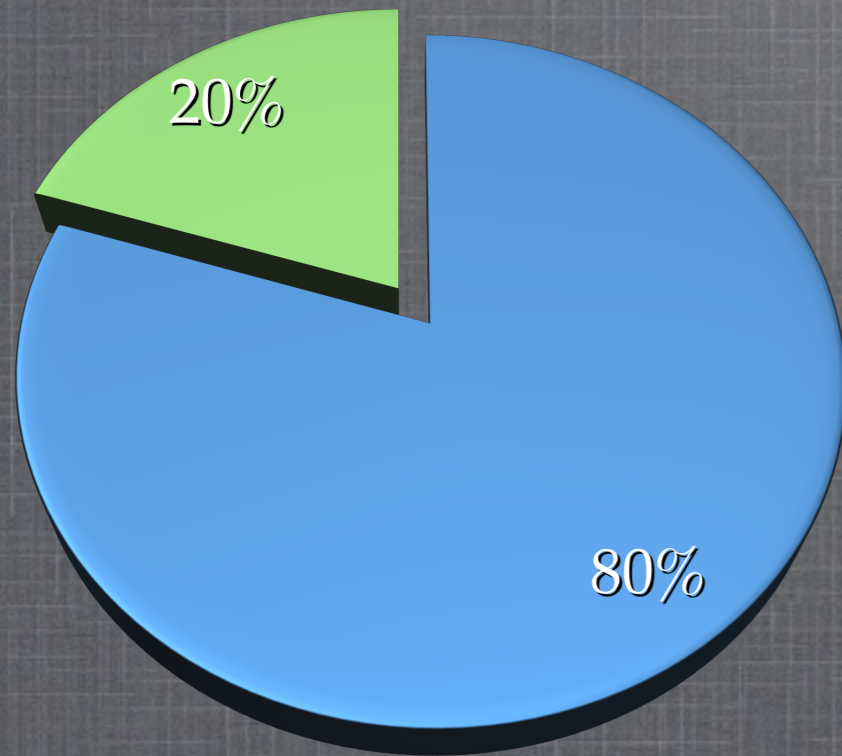
- Vilfredo Pareto - Pareto Principle

- 80% of your social content should help your community

- 20% can be self promotional

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TWITTER "SHARE TACTICS"

- Compelling content - news, humor, wit, controversy, unique qualities

- Politeness - "PLS RT" ≈ 4x

- #Hashtags ≈ 2x
  More than 2 Hashtags ≈ 0.5x

- Timing your audience

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HASHTAGS

- Hashtags are used to identify specific topics or conversations;

  #adding #a #Hashtag #to #generic #words #gets #you #nowhere #fast

- Use two Hashtags at most in any one tweet

- Know where your hashtag leads

#CatsStink

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EVALUATE

PLAN

MEASURE

IMPLEMENT

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MEASURE

- Follower growth

- Influence

- Clicks

- Sentiment

- Mentions

- Reach & Impressions

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WHY SOCIAL & WEB ANALYTICS ARE CRITICAL TO EFFECTIVE CAMPAIGN

- Measure **growth**

- Gauge **influence**

- Learn what really interests your audience through **clicks**

- Get a good sense for how a community feels about particular issues by its **sentiment**

- Find out what is being said about brands and issues important to you through **mentions**

- Understand your impact through **reach & impressions**

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CLICKS

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CLICKS & LINK SHORTENERS

BIT.LY
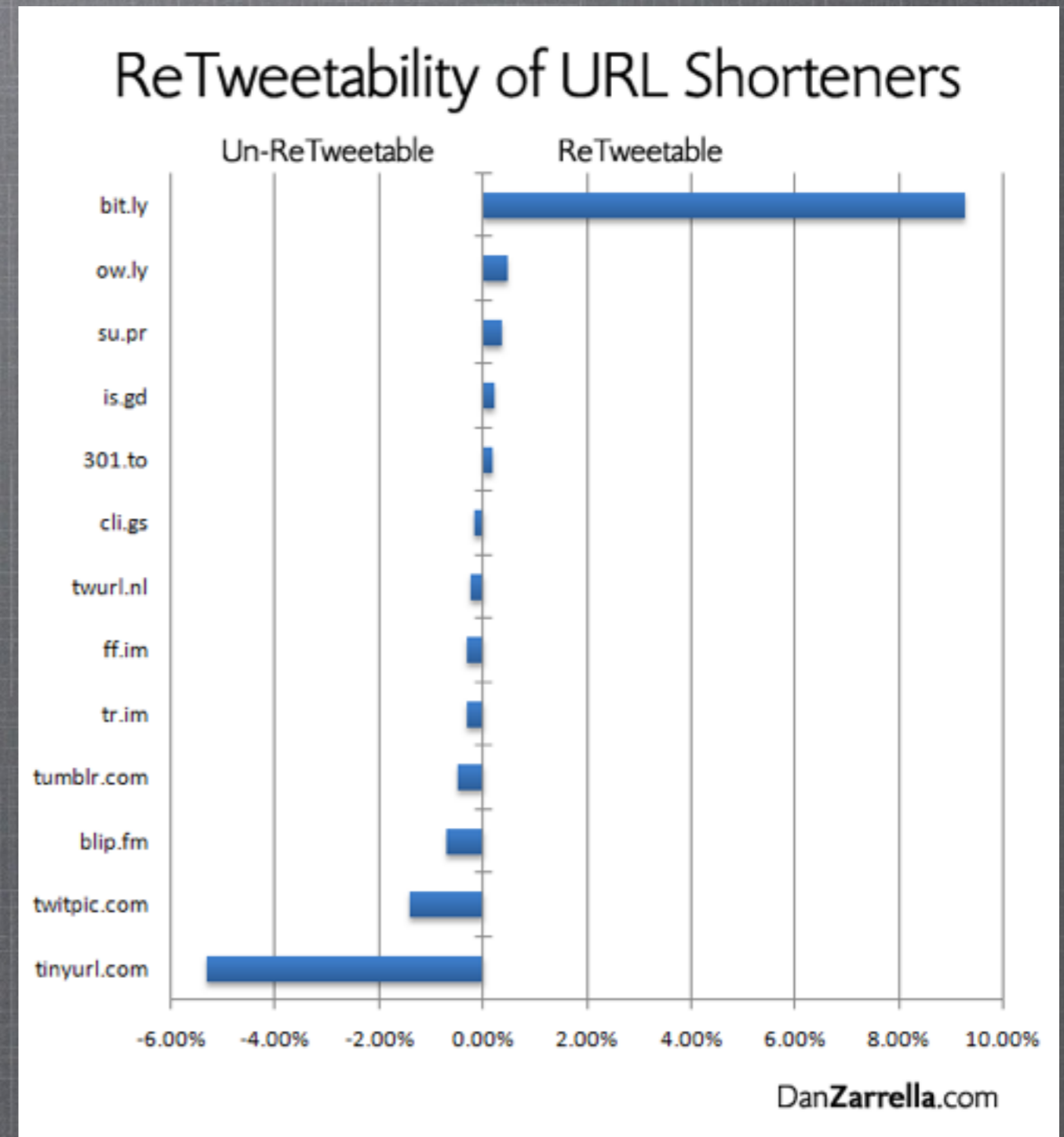
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CLICKS
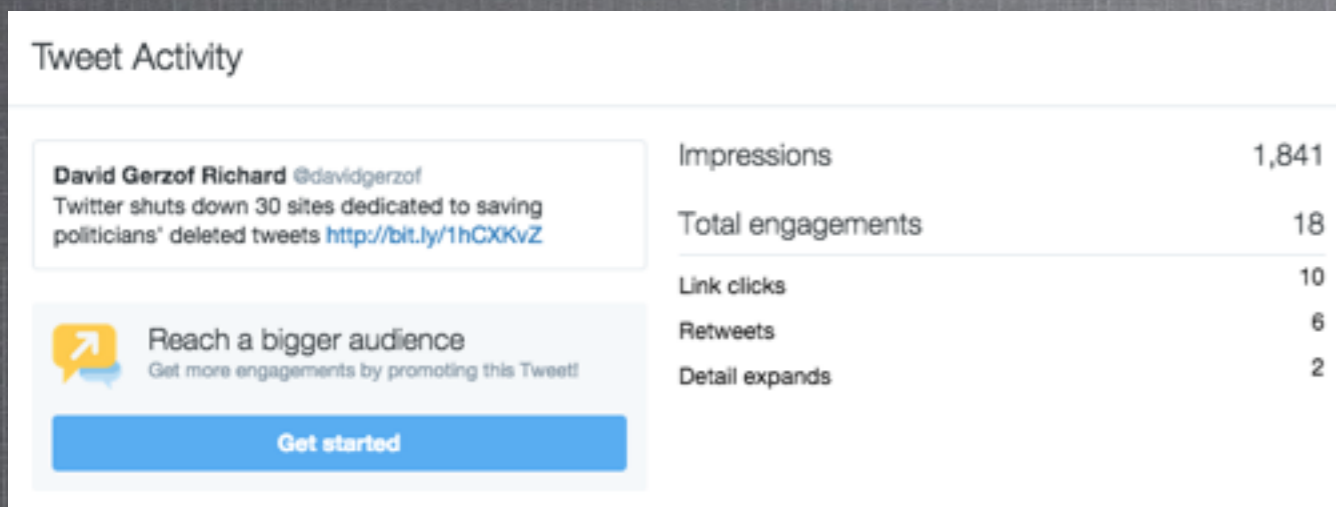
Twitter
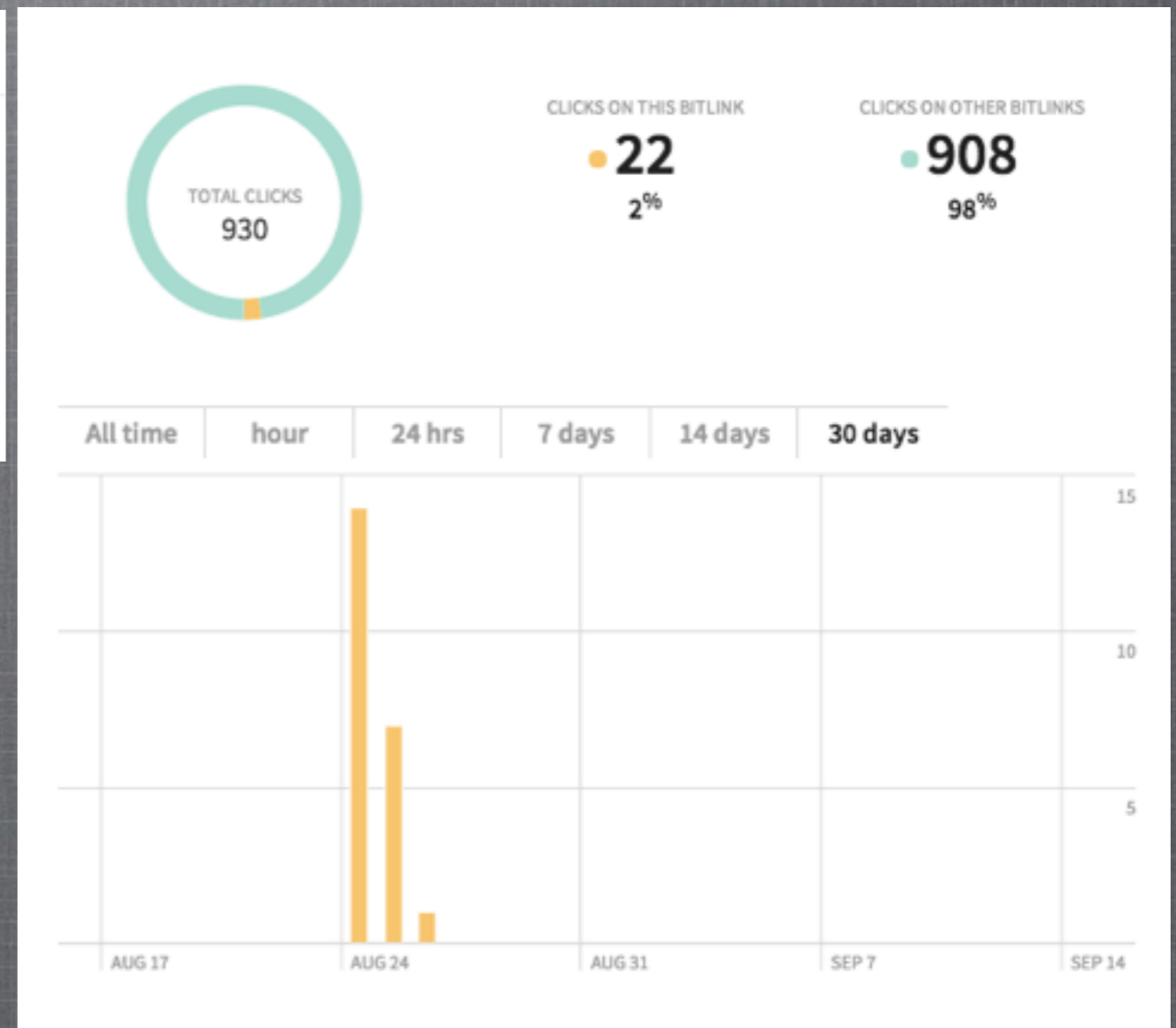
bit.ly

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MENTIONS, SENTIMENT & REACH

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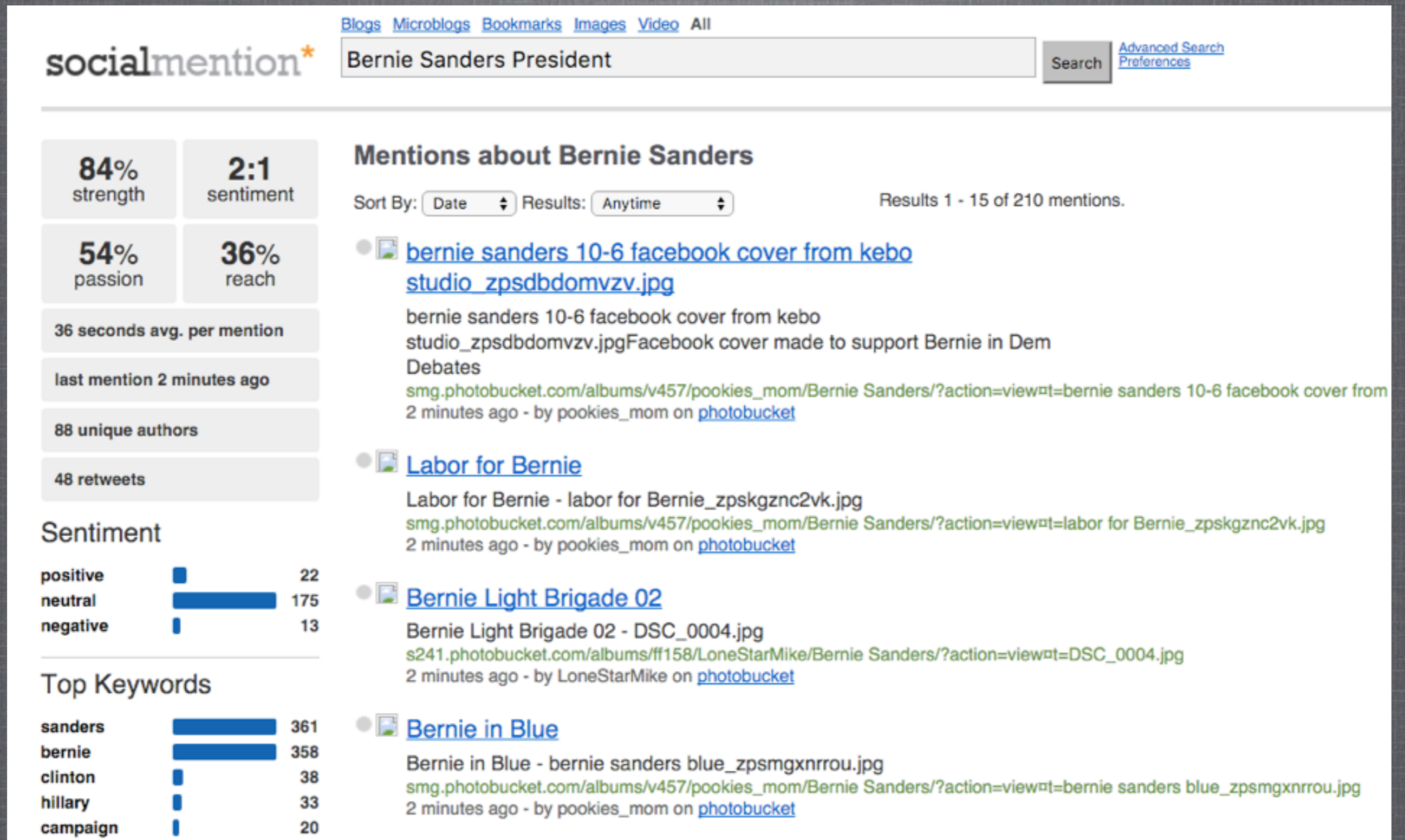
REACH & IMPRESSIONS

Reach - the number of people who have seen your content.

Impressions - the number of times your content was seen.

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FACEBOOK INSIGHTS

Page Insights

With Page Insights, you can improve the way you market to and reach the people who like your Page.

Page Insights shows:

- How many people like your Page and the amount of new likes.

- How many people saw your Page and your posts.

- How many people clicked, liked, commented on or shared your Page or posts.

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FACEBOOK INSIGHTS

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FACEBOOK INSIGHTS
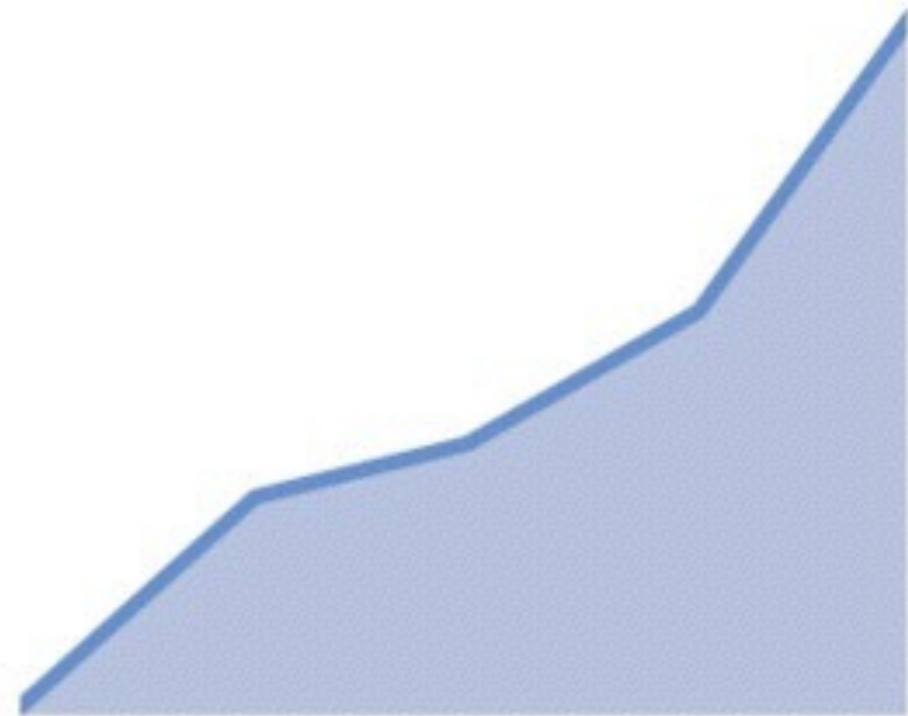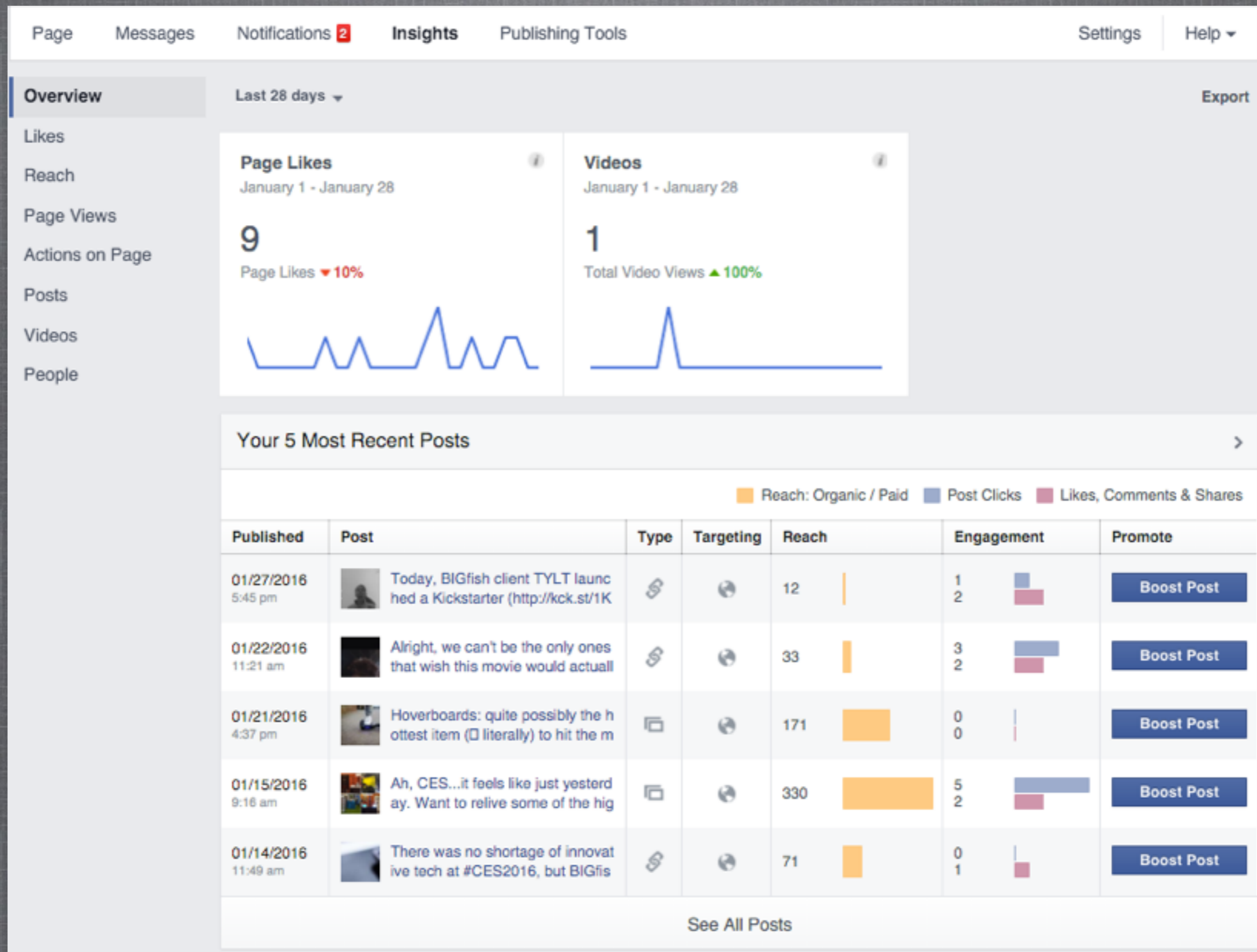
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FACEBOOK INSIGHTS

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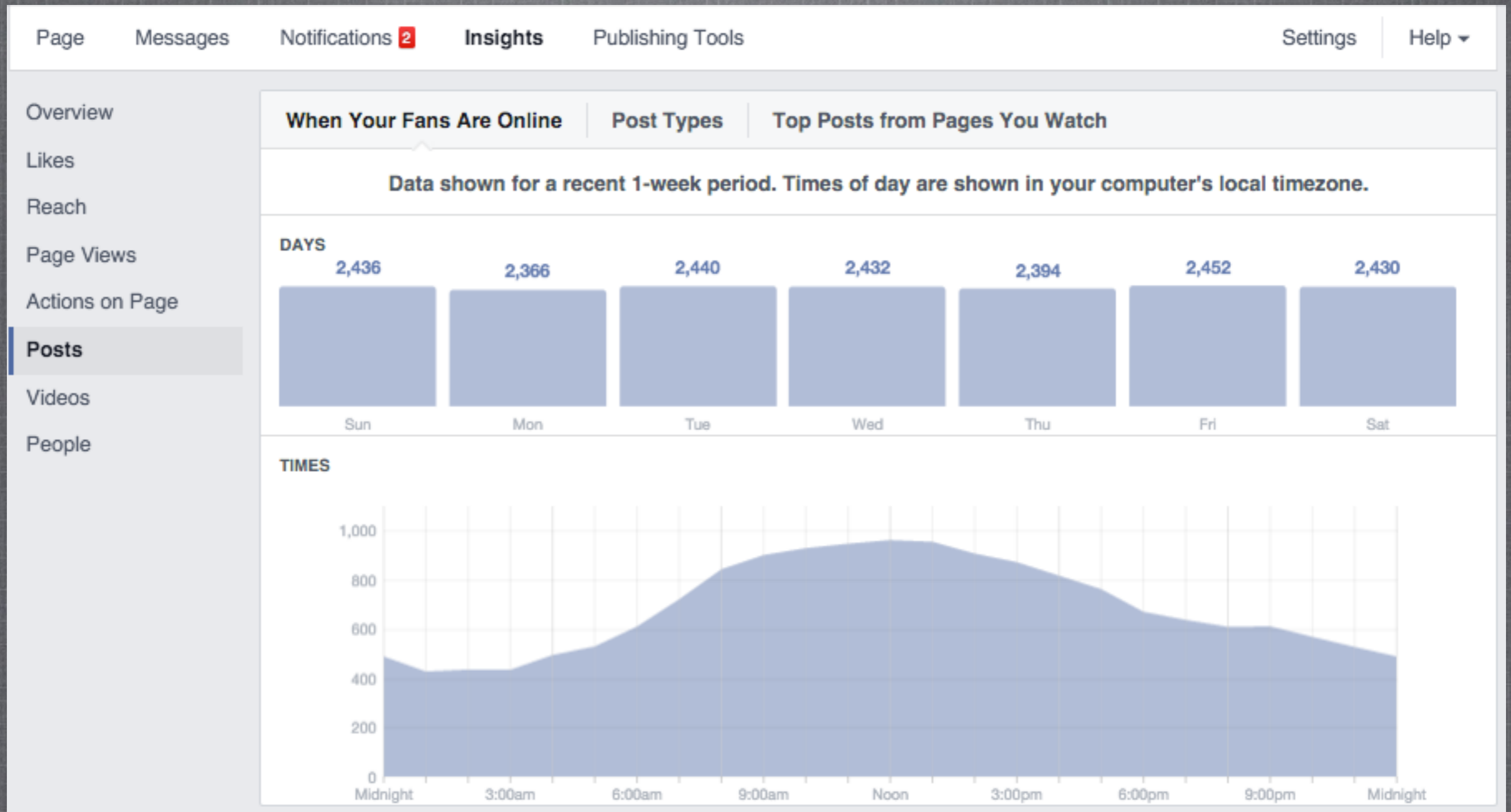
FACEBOOK INSIGHTS
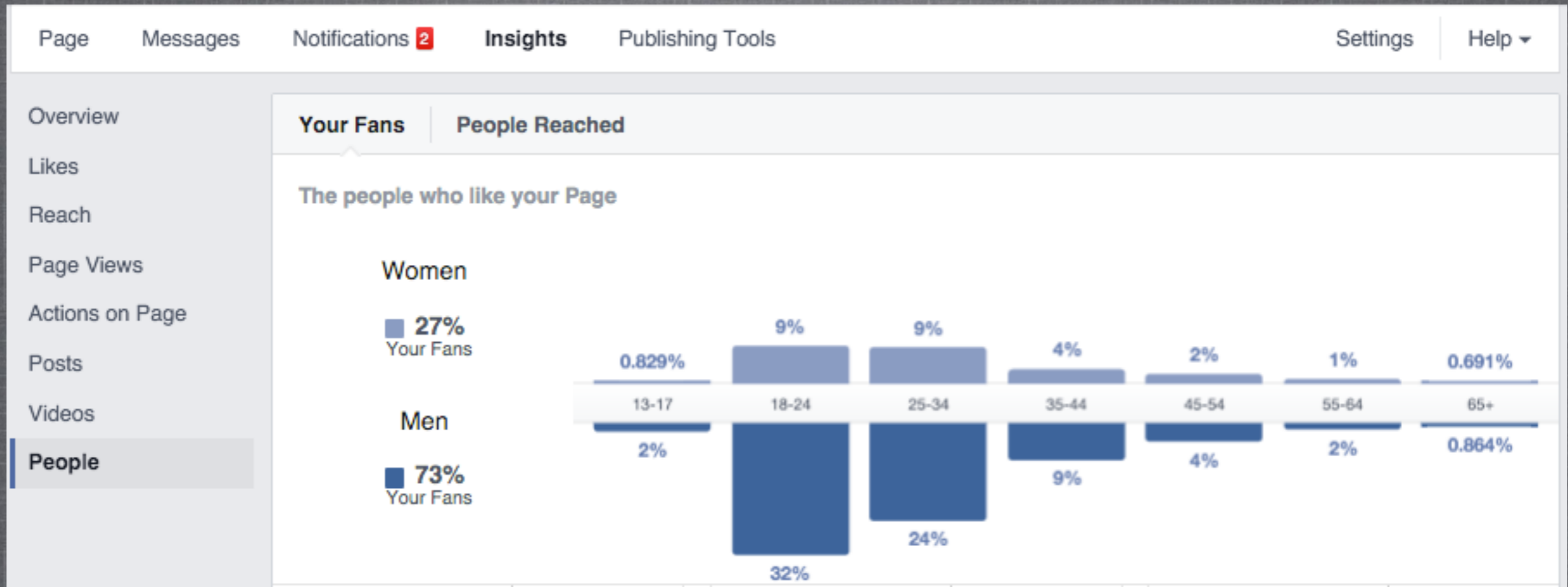
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TWITTER ANALYTICS

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TWITTER ANALYTICS

Tweet Activity

David Gerzof Richard @davidgerzof
My #CES2016 Wrapup: Weirdest Gadgets & New
Consumer #Tech http://bit.ly/1K2wSNt

Promote your Tweet
Your Tweet has 4 total link clicks so far.
Get more link clicks on this Tweet!

Get started

Impressions	2,000
Total engagements	109
Retweets	52
Likes	52
Link clicks	4
Detail expands	1

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LINKEDIN ANALYTICS

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LINKEDIN ANALYTICS

BIGfish Communications
Public Relations and Communications
11-50 employees

560 followers ✔ Following
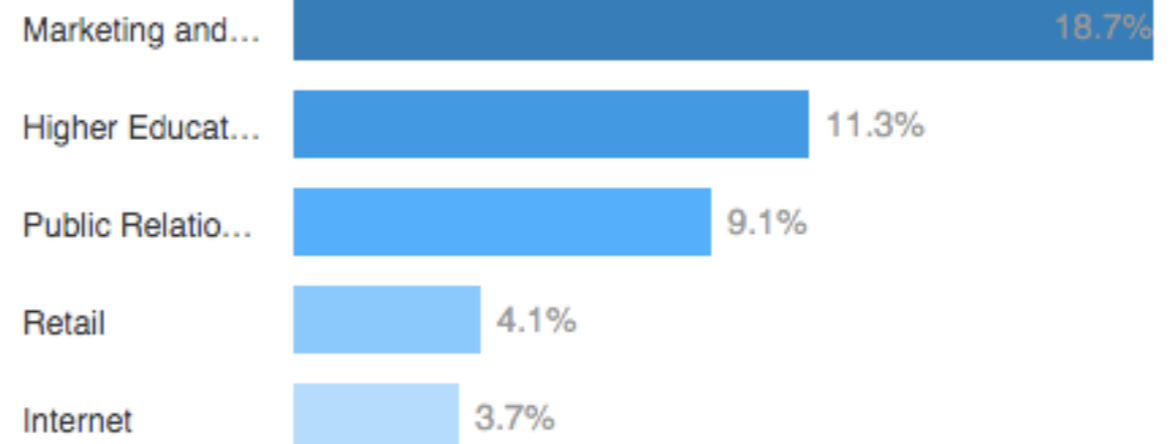
Home   **Analytics**   Notifications

Type ⊙

560   **558**   **2**
Total   Organic   Acquired

Follower demographics ⊙   Function ▾

Media and Co...   22.4%
Marketing   18%
Sales   12.1%
Arts and Design   5.4%
Entrepreneurs...   4.8%

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YOUTUBE ANALYTICS

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YOUTUBE ANALYTICS

Top 10 Videos Browse all content

Video	Watch time (minutes) ↓	Views	Likes
Vitality GlowCaps Adherence Report	53 (21%)	37 (19%)	0
BIGfish Client Beaver Country Day Schoo...	40 (16%)	20 (10%)	1
BIGfish Client GMZ Energy Featured on F...	16 (6.3%)	16 (8.1%)	0
GreatPoint Energy	13 (5.1%)	6 (3.0%)	0
Dan Goldman, EVP and CFO of GreatPoi...	13 (5.0%)	5 (2.5%)	0
David Gerzof Richard Discusses Social ...	11 (4.3%)	3 (1.5%)	0
How Facebook Makes Money off its Users	11 (4.2%)	6 (3.0%)	0
C-Remote CEO and Vitality's GlowCaps P...	10 (3.8%)	4 (2.0%)	0
BIGfish President Discusses the Best Bo...	8 (3.3%)	5 (2.5%)	0
BIGfish client and Glori Energy CEO on T...	7 (2.9%)	3 (1.5%)	0

Top geographies
Watch time

United States (61%)
India (5.5%)
Canada (4.5%)
Russia (2.3%)
Netherlands (2.1%)

Gender
Views

- Male (61%)
- Female (40%)

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INSTAGRAM ANALYTICS

sprout social

- Monitor Instagram post captions & hashtags for valuable engagement data

- Track geo-locations to find and engage with People posting from or near your location

- Track comments, likes and engagement on posts

- Compare follower growth, engagement metrics across customizable time periods.

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INSTAGRAM ANALYTICS

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EVALUATE

PLAN

MEASURE

IMPLEMENT

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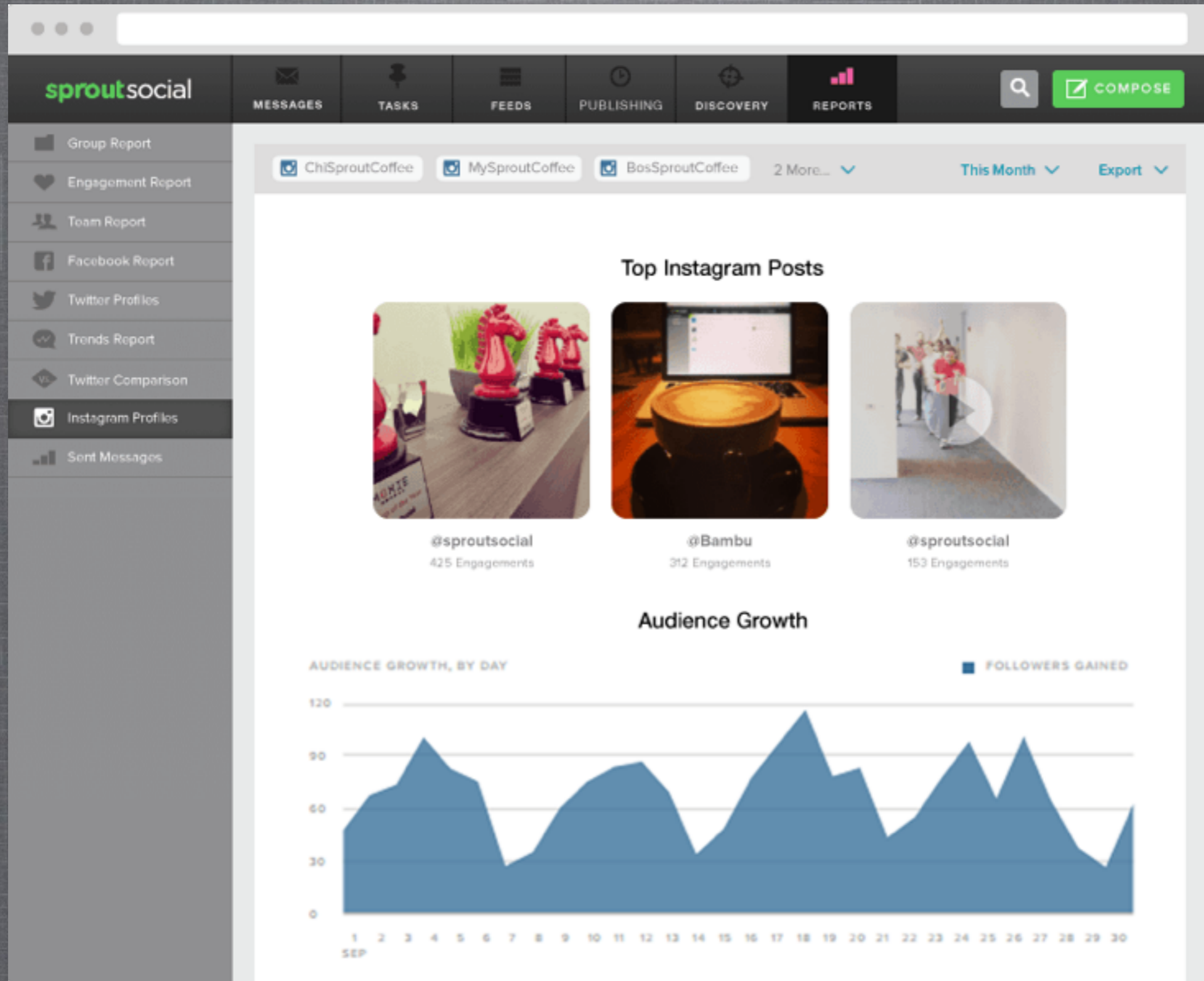
EVALUATE

■Compare measurement data to goals & objectives

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WHAT NOT TO DO

- Overshare

- Broadcast without listening

- Post without thinking

- Confuse your accounts

- Hashtag without thinking

- Automate your platforms

- Ignore your community, Vanish

#FAIL

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Thank You

USING SOCIAL MEDIA EFFECTIVELY

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