UC DAVIS
SOCIAL MEDIA 2.0
TRAINING: BECOMING DATA DRIVEN WITH SOCIAL MEDIA METRICS AND INSIGHTS
HELLO, HELLO!

Sallie Poggi (she/her)
Director of Social Media
Strategic Communications
Self-taught data nerd
Here to support you! So email me at sapoggi@ucdavis.edu
SOCIAL MEDIA LIFE CYCLE

1. SET GOALS
2. CHANNEL & CONTENT STRATEGY
3. ENGAGE
4. MEASURE
5. LISTEN & EVALUATE
SOCIAL MEDIA DATA CAN HELP TO:

• Refine your strategy
• Optimize content
• Understand your audience
• Measure impact
• Ask for help or resources

"WITHOUT DATA, YOU ARE JUST ANOTHER PERSON WITH AN OPINION."

UCDAVIS
TODAY = \begin{align*} \text{ORGANIC DATA ONLY} \end{align*} = \begin{align*} \text{FACEBOOK, TWITTER, INSTA} \end{align*} = \begin{align*} \text{INTERNAL DATA} \end{align*}
PRINCIPLES OF SOCIAL DATA

- Seven day time-lag
- You can measure a lot, but not EVERYTHING
- Native is best, exports are the most accurate
- Build a relationship with your data
- It’s a marathon
MEASURING WHAT COUNTS
WHAT WE ARE LOOKING FOR

CONTENT PERFORMANCE
- Impressions
- Reach
- Clicks of any kind
- Engagements
- Post performance

AUDIENCE DEMOS
- Location
- Age
- Gender
- Socio-economic

COMMUNITY SIZE/IMPACT
- Fan base
- Sentiment
- Relation to competitors
SOCIAL MEDIA METRICS VALUE FUNNEL

- Impressions: Multiple eyeballs
- Reach: Unique eyeballs
- Fans: Those who follow you
- Engagements: Any click (to play, link, DM, etc)
- Active Engagements: Like, comment, share, DM, save, screen grab, sticker tap
DATA TYPES

- PAGE DATA
  - PROFILE PAGE

- POST DATA
  - INDIVIDUAL POSTS

- USER DATA
  - DEMOGRAPHICS
Insights
- Export available
- Max Export: 90 Days
  - Page
  - Post
  - User

Analytics
- Export available
- Max Export: 90 days
  - Page
  - Post
  - User (limited)

Insights
- No export
- Mobile access only
- Max: 2 Years
  - 2 weeks for stories
  - Page (limited)
  - Post
  - User
### Page Insights

#### Page Summary - Last 7 days

Results from Oct 19, 2020 - Oct 25, 2020

*Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.*

<table>
<thead>
<tr>
<th>Actions on Page</th>
<th>Page Views</th>
<th>Page Previews</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>October 19 - October 25</strong></td>
<td><strong>October 19 - October 26</strong></td>
<td><strong>October 19 - October 26</strong></td>
</tr>
<tr>
<td>27</td>
<td>3,277</td>
<td>97</td>
</tr>
<tr>
<td>Total Actions on Page</td>
<td>Total Page Views</td>
<td>Page Previews</td>
</tr>
<tr>
<td><strong>15%</strong></td>
<td><strong>19%</strong></td>
<td><strong>4%</strong></td>
</tr>
</tbody>
</table>

#### Page Likes

**October 19 - October 20**

<table>
<thead>
<tr>
<th>Page Likes</th>
<th>Post Reach</th>
<th>Story Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>145</td>
<td>130,550</td>
<td>1,877</td>
</tr>
<tr>
<td>Page Likes</td>
<td>People Reached</td>
<td>People Reached</td>
</tr>
<tr>
<td><strong>21%</strong></td>
<td><strong>30%</strong></td>
<td><strong>76%</strong></td>
</tr>
</tbody>
</table>

#### Recommendations

**October 19 - October 25**

<table>
<thead>
<tr>
<th>Recommendations</th>
<th>Post Engagement</th>
<th>Responsiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>13,276</td>
<td>0 hrs 34 mins</td>
</tr>
<tr>
<td>Recommendations</td>
<td>Post Engagement</td>
<td>Response Time</td>
</tr>
<tr>
<td><strong>28%</strong></td>
<td><strong>50%</strong></td>
<td><strong>11%</strong></td>
</tr>
</tbody>
</table>

#### Videos

**October 19 - October 25**

<table>
<thead>
<tr>
<th>Videos</th>
<th>Page Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>33,894</td>
<td>150</td>
</tr>
<tr>
<td>3-Second Video Views</td>
<td>Page Followers</td>
</tr>
<tr>
<td><strong>63%</strong></td>
<td><strong>27%</strong></td>
</tr>
</tbody>
</table>

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**Export Data**
## UC Davis Twitter Analytics

### 28 Day Summary

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>131</td>
<td>15.9%</td>
</tr>
<tr>
<td>Tweet Impressions</td>
<td>833K</td>
<td>12.7%</td>
</tr>
<tr>
<td>Profile Visits</td>
<td>10K</td>
<td>10.3%</td>
</tr>
<tr>
<td>Mentions</td>
<td>2,118</td>
<td>16.2%</td>
</tr>
<tr>
<td>Followers</td>
<td>55.1K</td>
<td>353</td>
</tr>
</tbody>
</table>

### Oct 2020 Summary

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>123</td>
</tr>
<tr>
<td>Tweet Impressions</td>
<td>772K</td>
</tr>
<tr>
<td>Profile Visits</td>
<td>9,299</td>
</tr>
<tr>
<td>Mentions</td>
<td>1,953</td>
</tr>
</tbody>
</table>

### TWEET HIGHLIGHTS

#### Top Tweet

Ahh yes, the first true sign of fall here! 😊
twitter.com/NURBURNETT/stat...

#### Top Mention

Top mention earned 12.7K engagements

CA is home to more Nobel Laureates than any other state! Congrats to the 2020 NobelPrize winners!

Nobel Prize in Chemistry: @UCBerkeley’s Jennifer Doudna

Physics: @UCLA’s Dr. Andrea Ghez

Medicine: @UCDavis’s Dr. Charles M. Rice

Here are some pics from when they got the news! pic.twitter.com/5SsQfcxyzD

#### Top Follower

Followed by 27.8K people

Joe Davidson

Sacramento Bee Senior Staff Writer/Columnist • Strive for family, friends, adventure • Beer hydration enthusiast • Instagram: JoeDavidsonMedia • https://twitter.com/JoeD

View Tweet activity
PROCESSING DATA
DISCLAIMER:
SOCIAL DATA IS MESSY.
EMBRACE IT!
Don't get overwhelmed at this!

Tracks monthly key metrics.

Consistency is key!

The more data, the better insights.
EXTRACTING INSIGHTS
INSIGHTS: ALL ABOUT ASKING QUESTIONS

- Can you explain the peaks and the valleys?
- What happened from a global scale?
- Trends with top performing posts?
- What did you learn from the posts that didn’t perform well?
- What irregularities happened month to month?
INSIGHTS: MAPPING TRENDS

Total Fan Growth

- Facebook
- Twitter
- Instagram
- Snapchat
- LinkedIn
- YouTube

SCHOOL STARTS

YIELD

COVID-19 CLOSURE

COMMENCEMENTS
BLACK LIVES MATTER

UC DAVIS
INSIGHTS: MAPPING TRENDS

TOTAL IMPRESSIONS

- 2017/2018
- 2018/2019
- 2019/2020
- 2020/2021

TIMELINE:
- July: Camp Fire
- August: Natalie Corona
- September: School Starts
- October: Covid
- November: Yield
- December: Black Lives Matter
- January: Commencement
- February: Bear on Campus
- March:
- April:
- May:
- June:
INSIGHTS: MAPPING TRENDS

![Engagement Chart]

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube

YIELD COVID-19 CLOSURE

*UCDAVIS*
INSIGHTS: WHERE IS THE ACTION?

TOTAL REACH ON UC DAVIS CHANNELS 2019/2020

- YouTube: 683,129
- Google Posts: 2,019,318
- LinkedIn: 4,846,895
- Snapchat: 827,483
- Instagram Stories: 11,222,222
- Instagram Posts: 9,774,704
- Twitter: 10,593,336
- Facebook: 18,533,275
INSIGHTS: WHERE IS THE ACTION?

ORGANIC CLICKS

- Facebook
- Twitter
- Instagram Stories
- LinkedIn

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER JANUARY FEBRUARY MARCH APRIL MAY JUNE
# Low Performing Posts

## FACEBOOK

<table>
<thead>
<tr>
<th></th>
<th>7/18 – 6/19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURIOSITY PROJECT</strong></td>
<td></td>
</tr>
<tr>
<td>Reach</td>
<td>14125</td>
</tr>
<tr>
<td>Reactions</td>
<td>106</td>
</tr>
<tr>
<td>Shares</td>
<td>17</td>
</tr>
<tr>
<td>Post Clicks</td>
<td>468</td>
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</table>

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Reach</td>
<td>6112</td>
</tr>
<tr>
<td>Reactions</td>
<td>15</td>
</tr>
<tr>
<td>Shares</td>
<td>6</td>
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<tr>
<td>Post Clicks</td>
<td>125</td>
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<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Lipstick</strong></td>
<td></td>
</tr>
<tr>
<td>Reach</td>
<td>6967</td>
</tr>
<tr>
<td>Reactions</td>
<td>39</td>
</tr>
<tr>
<td>Shares</td>
<td>5</td>
</tr>
<tr>
<td>Post Clicks</td>
<td>86</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Reach</td>
<td>10606</td>
</tr>
<tr>
<td>Reactions</td>
<td>94</td>
</tr>
<tr>
<td>Shares</td>
<td>13</td>
</tr>
<tr>
<td>Post Clicks</td>
<td>310</td>
</tr>
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</table>
## Top Performing Posts

### FACEBOOK

<table>
<thead>
<tr>
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<th>7/18 – 6/19</th>
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<tbody>
<tr>
<td>Reach</td>
<td>63059</td>
</tr>
<tr>
<td>Reactions</td>
<td>4007</td>
</tr>
<tr>
<td>Shares</td>
<td>234</td>
</tr>
<tr>
<td>Post Clicks</td>
<td>11654</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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<th>7/18 – 6/19</th>
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</thead>
<tbody>
<tr>
<td>Reach</td>
<td>49476</td>
</tr>
<tr>
<td>Reactions</td>
<td>2715</td>
</tr>
<tr>
<td>Shares</td>
<td>181</td>
</tr>
<tr>
<td>Post Clicks</td>
<td>2583</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>7/18 – 6/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>47964</td>
</tr>
<tr>
<td>Reactions</td>
<td>4904</td>
</tr>
<tr>
<td>Shares</td>
<td>241</td>
</tr>
<tr>
<td>Post Clicks</td>
<td>1648</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>7/18 – 6/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>39001</td>
</tr>
<tr>
<td>Reactions</td>
<td>2460</td>
</tr>
<tr>
<td>Shares</td>
<td>138</td>
</tr>
<tr>
<td>Post Clicks</td>
<td>3479</td>
</tr>
</tbody>
</table>
## CONTENT STRATEGY

**Objectives:**
1. Have a consistent and frequent social media presence
2. Promote the activities (news/stories/etc.) of the university to elevate brand
3. Be helpful and engaging to social media audiences

<table>
<thead>
<tr>
<th>DONE</th>
<th>DONE</th>
<th>DONE</th>
<th>DONE</th>
<th>DONE</th>
</tr>
</thead>
</table>

### MAIN SOCIAL CHANNELS

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>FACEBOOK STORIES</th>
<th>GIPHY</th>
<th>GOOGLE POSTS</th>
<th>INSTAGRAM</th>
<th>INSTAGRAM STORIES</th>
<th>SNAPCHAT</th>
<th>FACEBOOK STORIES</th>
<th>LINKEDIN</th>
</tr>
</thead>
</table>

#### ACTUAL AUDIENCE(S) 2019

- 56% women, 43% men, 1% other
- 26% 18-24 ages
- 37% 25-34 ages
- 15% 30-44 ages
- 11% 45-54 ages
- 10% 55+ ages
- **38% of our audience is over 30**

<table>
<thead>
<tr>
<th>not available</th>
<th>not available</th>
<th>not available</th>
<th>64% women, 36% men</th>
<th>4% 13-17</th>
<th>4% 18-24 (37% men, 43% women)</th>
<th>32% 25-34 (37% men, 32% women)</th>
<th>11% 35-44</th>
<th>7% 45-54</th>
<th>4% 55+</th>
</tr>
</thead>
</table>

#### ACTIVE USERS 2019

- 28% 18-24
- 23% 25-34
- 14% 30-44
- 17% 40-54
- 17% parents
- **48% 35+**

<table>
<thead>
<tr>
<th>not available</th>
<th>not available</th>
<th>not available</th>
<th>not available</th>
<th>not available</th>
<th>16-22 age range</th>
<th>not available</th>
</tr>
</thead>
</table>

#### PRIMARY AUDIENCE(S)

- PARENTS, STUDENTS, COMMUNITY

<table>
<thead>
<tr>
<th>UC Davis community</th>
<th>People who are searching for UC Davis (perspective students, parents, staff, actual students, surrounding community and media)</th>
<th>Prospective students, some younger constituents</th>
<th>Gen X alumni</th>
</tr>
</thead>
</table>

#### 2019-2020 STRATEGIC GOAL(S)

- **Primary Goal:** Grow community base of younger alumni
- **Secondary Goal:** Build community of highly informed users who are engaged with the culture of UC Davis

<table>
<thead>
<tr>
<th>UC Davis community</th>
<th>Primary Goal: Reach audiences that normally do not consume stories on other platforms.</th>
<th>Primary Goal: Increase UC Davis brand awareness</th>
<th>Primary Goal: Use uniquely UC Davis visuals to evoke a strong reaction amongst community</th>
<th>Primary Goal: Create full screen, immersive storytelling of UC Davis impact</th>
<th>Primary Goal: Reach and influence perspective students</th>
<th>Primary Goal: Reach audiences that normally do not consume stories on other platforms.</th>
<th>Primary goal engagement</th>
</tr>
</thead>
</table>

#### EDITORIAL MISSION

- Evolve positive emotional response to the impact that UC Davis has in our community and the world.
- Inform audience re: UC Davis impact using high production value media
- Providing visual and emotive ways to for the UC Davis community to express their affiliation with gills and stickers
- Communicate research, institutional news and announcements of UC Davis in support of SEO strategy in support of the content pillars.
- Use creative photography and editing to help spark emotions to reflect the depth of culture and characters that define UC Davis.
- Showcase mix of informational and student experience...blend of original and user generated stories.
- Inform audience re: UC Davis impact using high production value media
- Connected to faculty with the UC community moments by featuring accomplished professionals.

#### TONE

- Personable, Knowledgeable, Kind, Empathic, Inclusive, Enthusiastic, Helpful
- Polished, knowledgeable, informative, accessible
- Fun, energetic, casual, playful, quirky, colloquial, UC Davis lingo
- Professional, Knowledgeable
- Personal, Warm, Inviting, playful, cheerful, quirky
- Authentic, Inclusive, Engaging, Welcoming, Interactive, Knowledgeable, in the know, Campus Lore
- Playful, Witty, Inclusive, Authentic
- Polished, knowledgeable, informative, accessible
- Professional, Knowledgeable

#### SEQUENCER

- HI-Definition
- Notable
- An emotional journey
- Enthusiastic
- 7-9 Elements
- A-School
- Narrative
- 7-9 Elements
- 4th Element
- 4th Element
- 4th Element
TOOLS

- Hootsuite*
- Brandwatch*
- Sprout Social
- Buffer

*University contract
IN SUMMARY

• Focus on your **key** metrics
• Invest the time to set it up and maintain it
• Be diligent
• Use the data to make your case for more resources
• Be prepared for constant education