

Social Media

Metrics, Measures, and Myths

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Situation

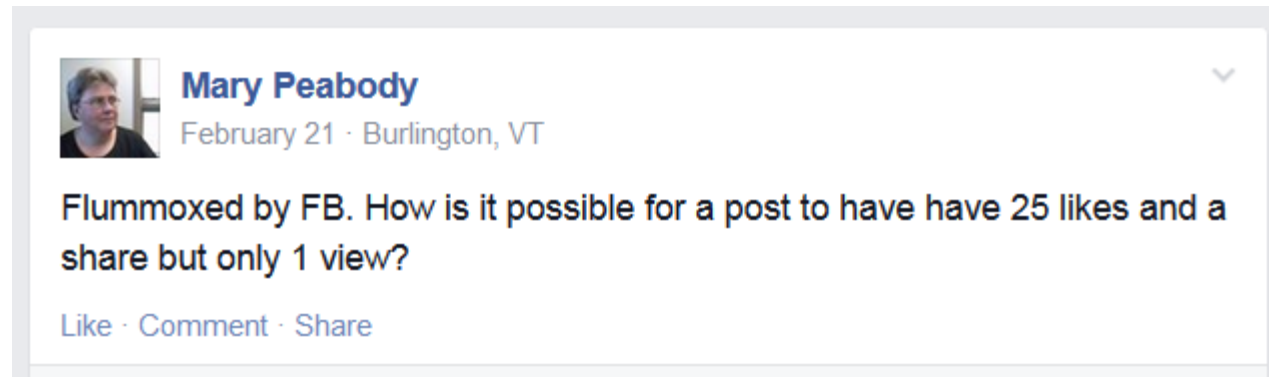
- Of the 1.2 billion Facebook users, 250 million do so only on their mobile devices.
- YouTube reaches more adults in the United States between 18 and 34 than any cable network.
- People aged 55 to 64 are the fastest growing demographic on Twitter, Facebook, and Google+.
- 2.5 million websites are integrated with Facebook.
- 5 billion pictures are hosted by Flickr, and 3,000 are uploaded per minute.
- Instagram has hit the 200 million user mark with over 20 billion photos shared and 60 million new photos posted each day




Myths

- ...Extension stakeholders want measures of social media
- ...Fluff beats content
- ...Social media can replace my Web site
- ...I have the most likes or followers so I am the best
- ...Social media is free
- ...People will write negative things about me
- ...I built it and they will come
- ...Social media is a waste of time

Quiz



A screenshot of a Facebook post by Mary Peabody. The post includes a profile picture, the name 'Mary Peabody', the date 'February 21', and the location 'Burlington, VT'. The main text of the post asks a question about Facebook metrics. Below the text are the interaction options 'Like · Comment · Share'.

 **Mary Peabody** February 21 · Burlington, VT

Flummoxed by FB. How is it possible for a post to have have 25 likes and a share but only 1 view?

[Like](#) · [Comment](#) · [Share](#)

Measures

- Click through => Conversion
- Engagement
 - Shares
 - @Mentions
 - @Reply
 - RT – retweet
- Engagement Part 2
 - Sentiment
 - Passion
 - Influence
 - Reach
 - Klout score

Case Study: Journal of Extension

Facebook Metrics



Stories Created: A story on Facebook is created when a user likes your Page, posts to your Page's Wall, answers a Question you posted, RSVP's to one of your events, mentions your Page, phototags your Page, checks in at your Place or likes, or comments on / shares one of your Page posts.

Users: The number of people that created stories about your page over the duration of your report.

IMPRESSIONS BY AGE & GENDER



38%
MALE

62%
FEMALE

Twitter

Total Followers: 60

@mentions	14	
Messages Sent	52	
Messages Received	14	
Clicks	77	
Retweets	14	
Direct Messages (sent)	0	

Total Followers: The total number of Twitter followers on your account to date.

Connections Made: The number of new people you have connected with on Twitter over the duration of your report (your NET new followers plus the number of contacts you have started following).

New Followers: The total (gross) number of Twitter followers on your account to date. This does not subtract the number of people who have unfollowed you.

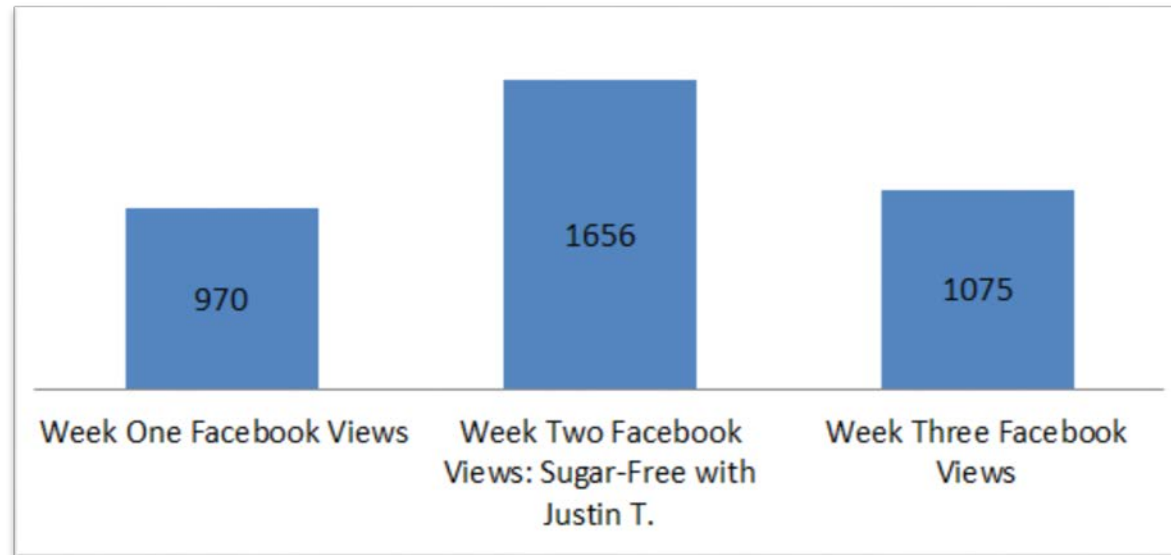
Messages Received: Includes @mentions sent to your account and DMs received.

Messages Sent: Includes @mentions and @replies sent (DM's are excluded).



Facebook
Page Likes: 325

Case Study: Sugar Free with Justin T

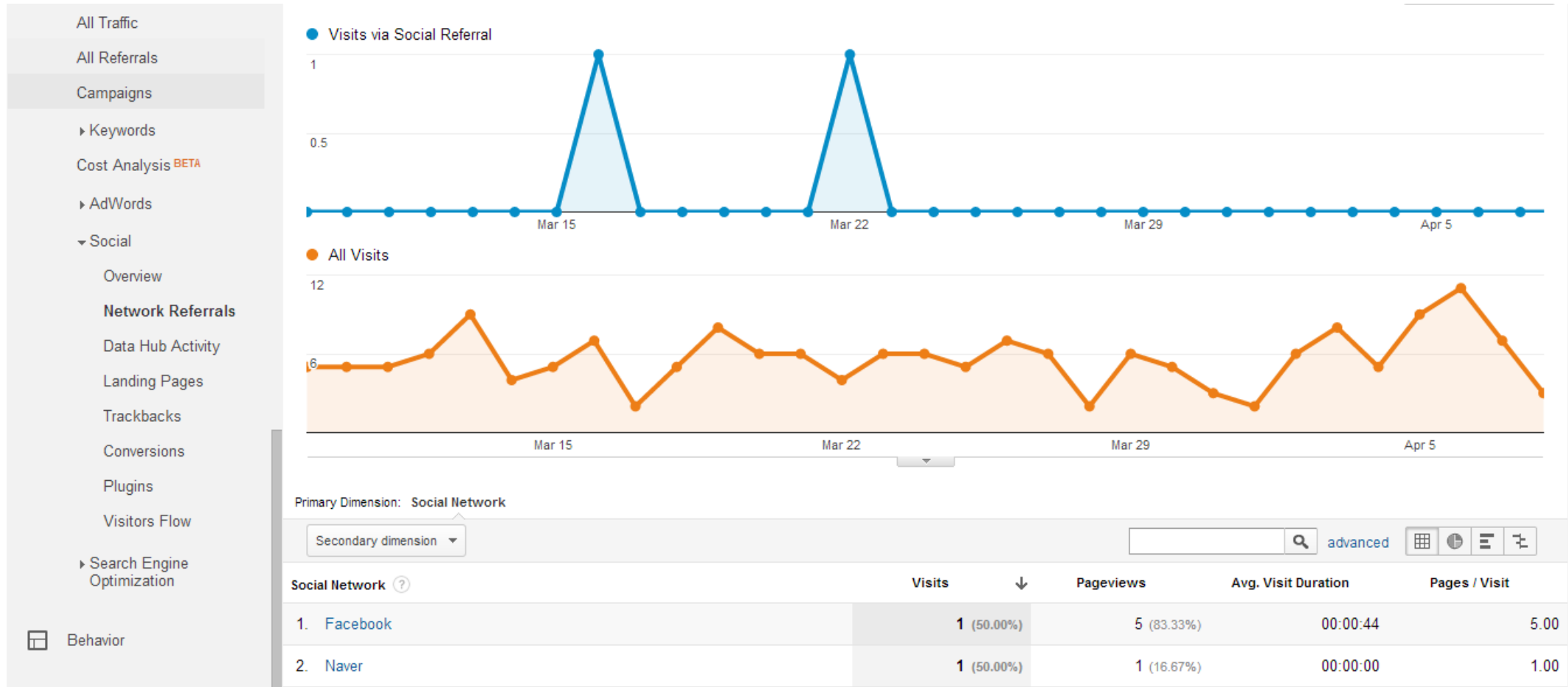


Metrics for Evaluation

- Targeting Outcomes of Programs framework
- “The Survey Pitch”
- Understanding Your Audience
- Evaluative questions
- Application

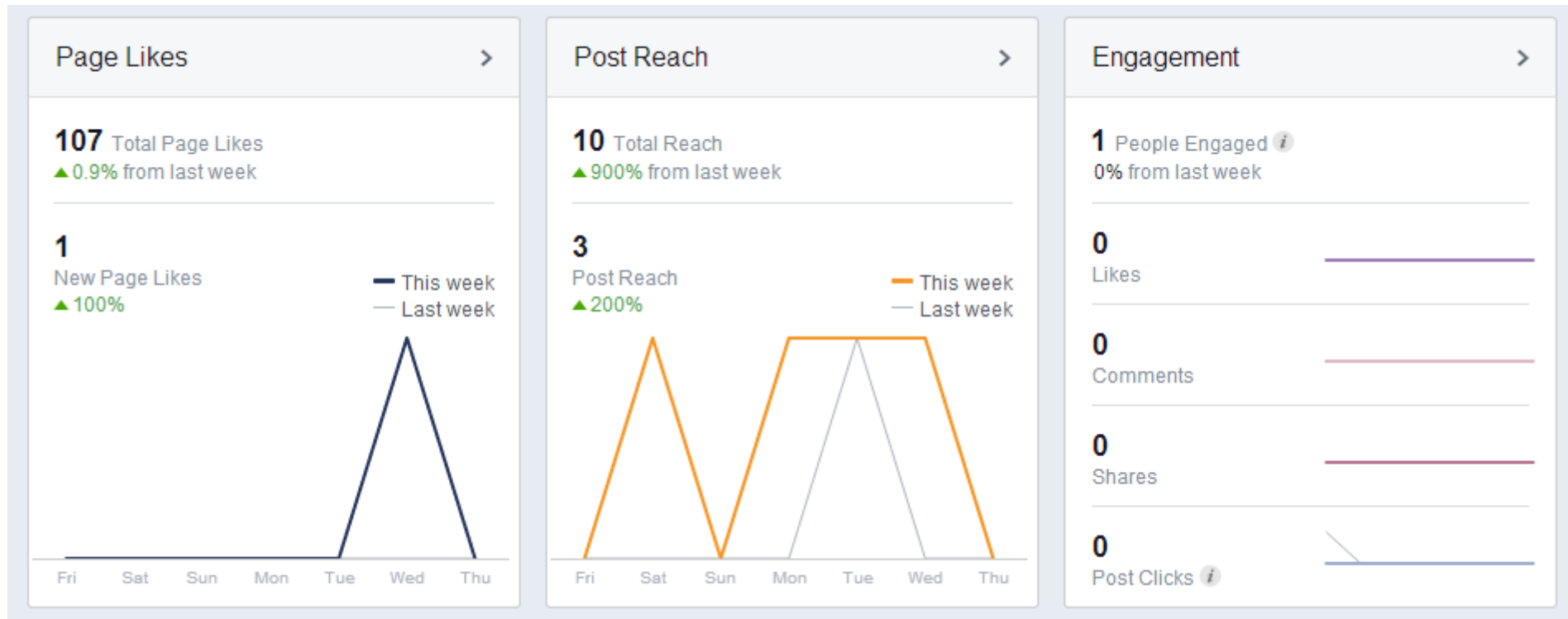
Analysis Tools

Google Analytics



<https://www.google.com/analytics/>

Facebook Insights



<https://facebook.com/>

Social Mention

2% strength	7:1 sentiment
61% passion	11% reach
5 hours avg. per mention	
last mention 3 hours ago	
21 unique authors	
0 retweets	

Sentiment

positive	7
neutral	52
negative	1

Top Keywords

extension	74
tour	25
farm	24
center	23
county	15
tennessee	13
family	8
agent	8
plot	7
marketing	7

Top Users

scott.desjarlaistr	22
utiacomm	8
WKNO	6
kevineggers	2
LiveGreenTN	1
Senator Bill Ketron	1
100ccute	1
UTAnimalScienc	1
jaycee52	1
cannonwire	1

Top Hashtags

Sources

flickr	31
youtube	21
ask	5
facebook	3

<http://socialmention.com/>

Foller.me

Tweets Analysis A deeper look inside

100 Tweets

NEW! We looked inside some of the tweets by @utextension and here's what we found interesting.

INSIDE A HUNDRED TWEETS

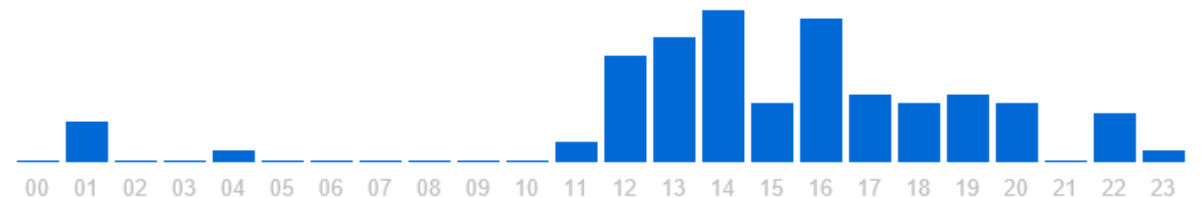
Replies	0 / 100
Tweets with @mentions	80 / 100
Tweets with #hashtags	76 / 100
Retweets	75 / 100 were retweets by @utextension
Tweets with links	23 / 100
Tweets with media	53 / 100
Most linked domains	ow.ly , fb.me , extension.tennessee.edu , buff.ly , leafne.ws , www.clevelandbanner.com , 1tn.co , bit.ly , youtu.be , m.youtube.com , www.elkvalleytimes.com , m.beefmagazine.com , www.thegrower.com , www.mobileweedmanual.com , 1drv.ms
Twitter clients usage	TweetDeck , Twitter for iPhone , HootSuite

TIPS Mentions are good but replies means they really talk to people. 100/100 links probably means the account is automated or semi-automated. Media includes photos, videos, etc. Hover over the links to see their usage.

Time

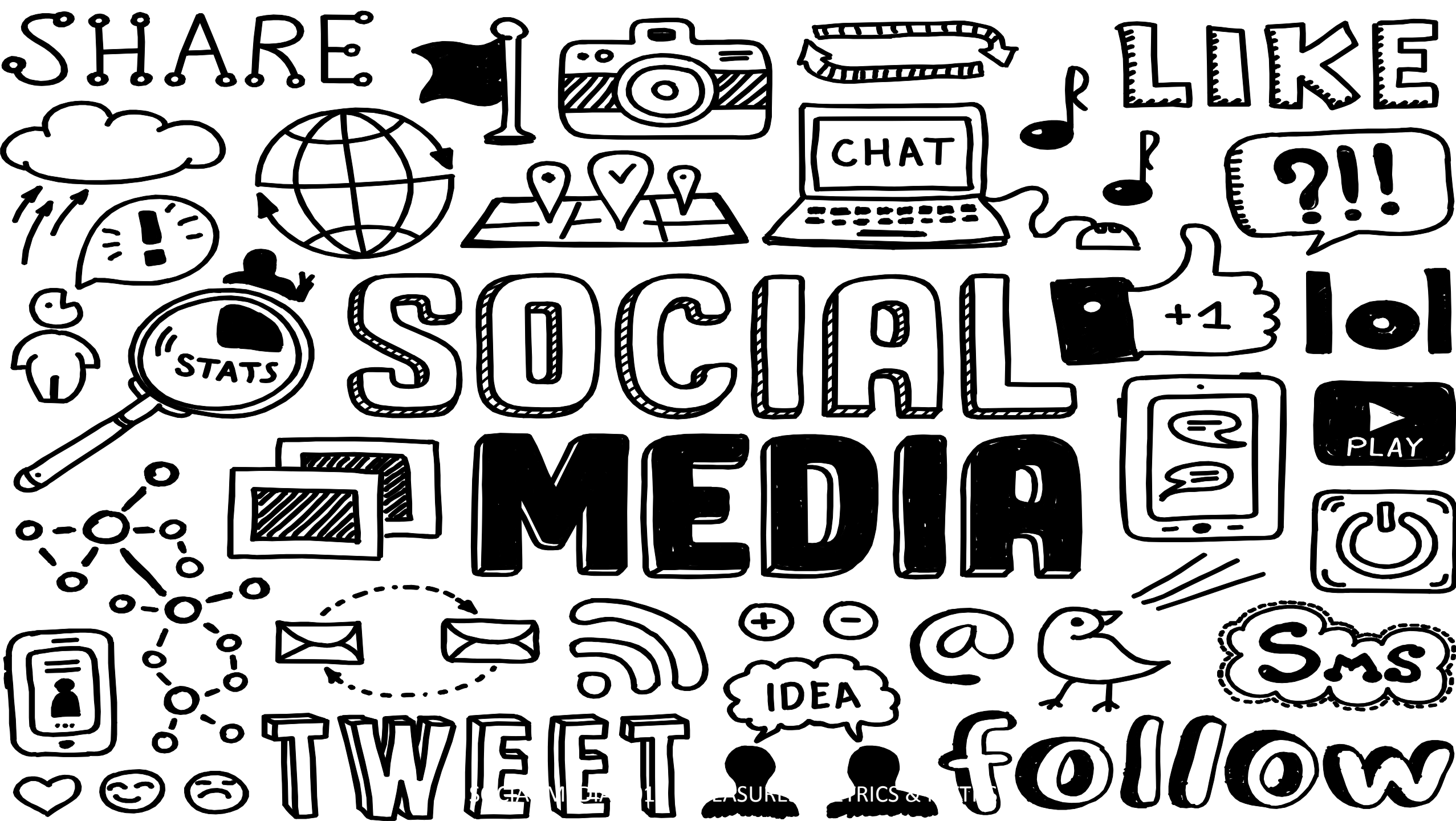
NEW! This bar chart shows the activity time based on the latest tweets. Careful about timezones.

HUMANS TEND TO SLEEP



NOTE Timezone shown is UTC+0. Current UTC time is 13:34:02 +0000. The [world clock](#) can help you compare different timezones. If the tweets are spread evenly across the full 24 hour span, chances are that it's been set up to tweet automatically.

<http://Foller.me>



SHARE

LIKE

SOCIAL

MEDIA

TWEET

follow

