

Social Media Analytics

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Discussion Agenda

- Social media Analytics –Facebook
- Social media Analytics – LinkedIn
- Key metrics
- Sample performance report based on key metrics

Social media Analytics*

- **Fan/Followers-** number of people who have subscribed to the brand/company page
- **Reach-** It is defined as **the total size of the audience** that a specific message **can potentially reach**.
- **Engagement-** Measures of engagement may range from **counting shares to measuring the depth** of engagement that a user displays.
- **Share of Voice-** It measures the number of **social media mentions a particular brand/company has received vis-à-vis competition**.
- **Views:** the number of views that a piece of content receives is important.
- **Conversions:** A conversion in the context of the company website or third-party social media needs to be specifically defined by the company/brand.

Facebook Algorithm

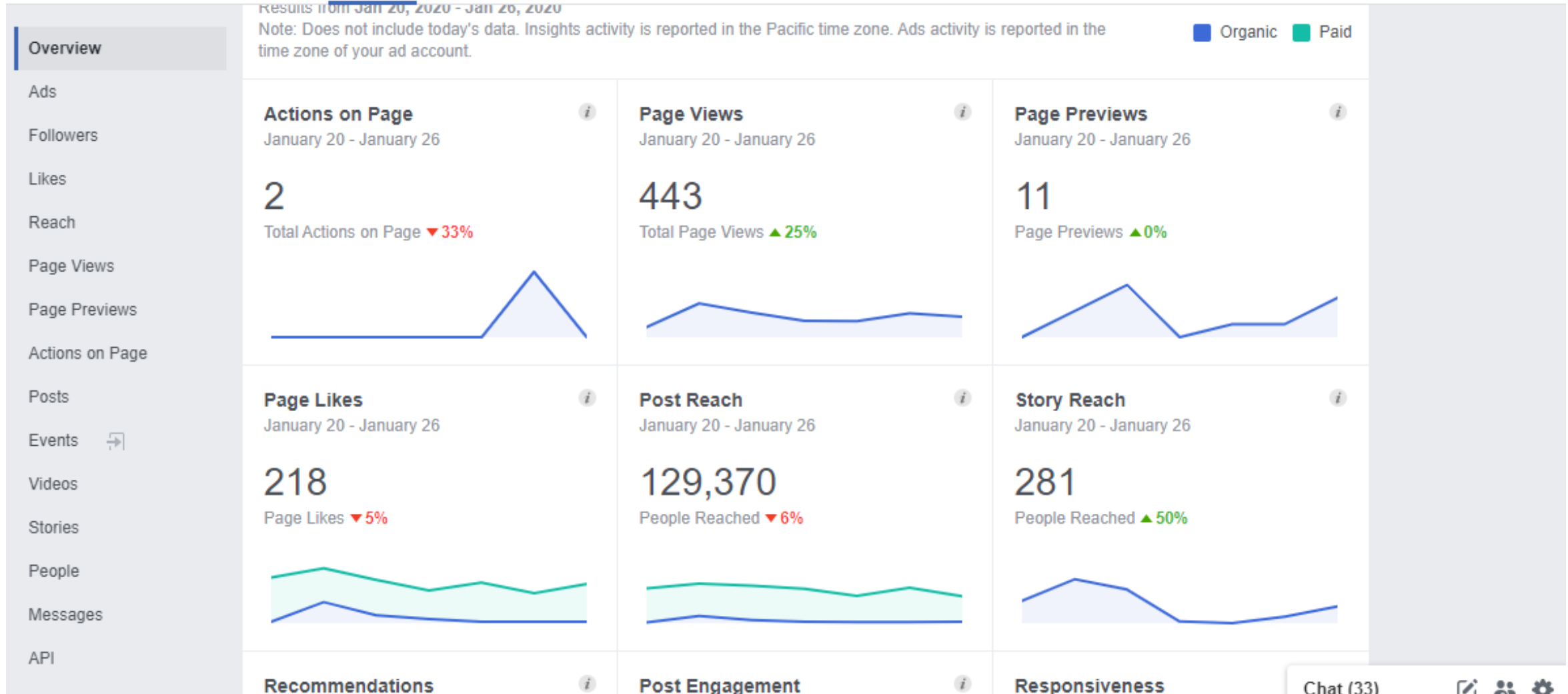
$$\text{Edge Rank} = \sum u_e w_e d_e$$

u- Affinity Score between **user and edge creator**: How often a fan interacts with the brand's facebook page.

w- Weight for the edge type (status, comment, like, tag, etc.): Shares > Comments > Likes > Clicks

d- Time Decay Factor based on when the edge was created: It indicates **freshness factors** of content

Facebook Insight



Facebook Insight

Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events 

Videos

Stories

People

Messages

Recommendations

January 20 - January 26



We have insufficient data to show for the selected time period.

Post Engagement

January 20 - January 26

4,823

Post Engagement ▼ 12%



Responsiveness

As of January 24, 2020

10%

Response Rate ▲ 11%

0 hrs 45 mins

Response Time ▲ 0 hrs 0 mins

Videos

January 20 - January 26

71

3-Second Video Views ▼ 75%



Page Followers

January 20 - January 26

219

Page Followers ▼ 6%



Orders

January 20 - January 26








0

Number of Orders ▲ 0%

0


Earnings from Orders ▲ 0%


Social media Analytics

f Lakshya Foundation   Gobinda [Home](#) [Create](#)     


[Page](#) [Inbox ²](#) [Manage Jobs](#) [Notifications ¹⁴](#) **Insights** [Publishing Tools](#) [More ▾](#) [Settings ¹](#) [Help ▾](#)
















Overview

- Ads
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events 
- Videos
- Stories
- Messages
- Orders
- [Promote](#)
- Manage Promotions

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Your 5 Most Recent Posts >


■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Engagement 

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/24/2019 8:44 PM	 Lakshya Foundation functions			32 ■	11 12 ■ ■	Boost Post
04/09/2018 11:59 AM	 Performance by students of Lakshya Foundation			41 ■	12 7 ■ ■	Boost Post
04/09/2018 11:51 AM	 Lakshya Foundation function on 8th March 2018 recently brings smile on			116 ■	36 15 ■ ■	Boost Post
02/08/2018 11:41 PM	 Lakshya recently brings smile on their faces with small supports. we			151 ■	5 7 ■ ■	Boost Post
02/05/2018 1:19 PM	 Lakshya Foundation have organized a quick student meet up on Sunday			407 ■	61 40 ■ ■	Boost Post
















[See All Posts](#)

Social media Analytics

Overview

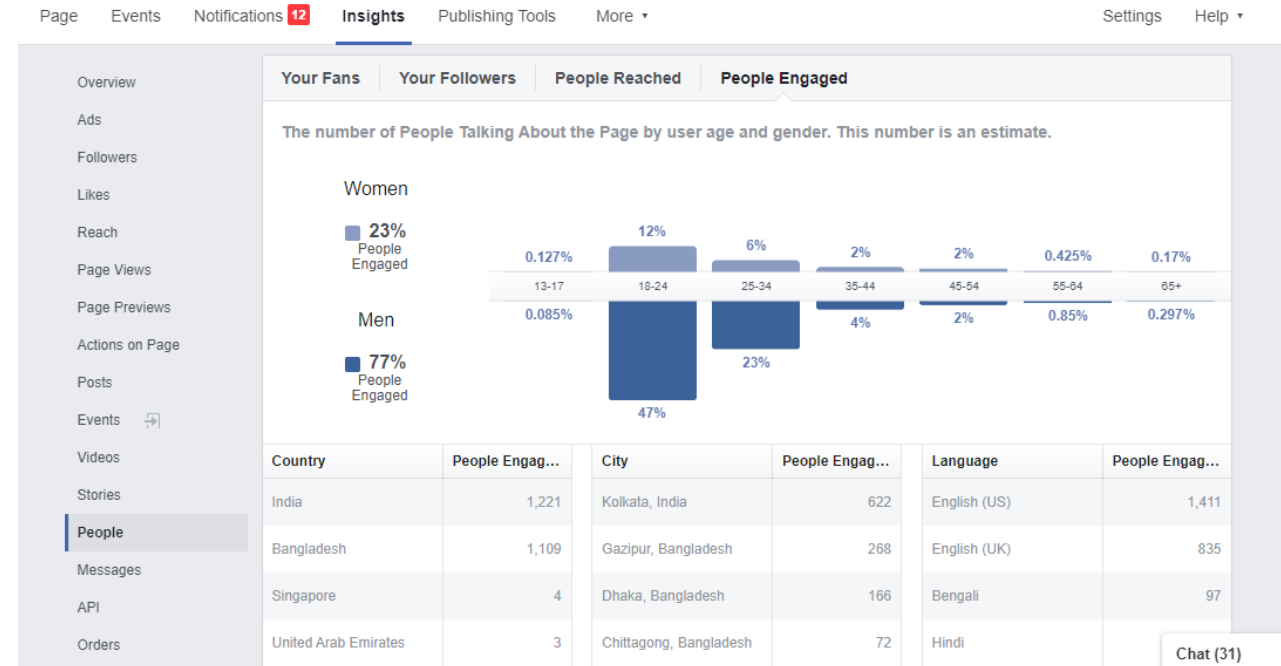
- Ads
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■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Engagement 

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/27/2020 11:31 AM	 Psychometric test is a part of the selection process at IMI Kolkata to			117 ■	2 4 ■	Boost Post
01/26/2020 4:51 PM	 The Alumni Committee of IMI Kolkata introduced a new series of the event			485 ■	113 36 ■	Boost Post
01/26/2020 3:15 PM	 "Charity begins at home." On the occasion of Republic Day, Team			424 ■	99 30 ■	Boost Post
01/26/2020 12:33 PM	 "One nation, one vision, one Identity." The students of IMIK came			775 ■	200 59 ■	Boost Post
01/26/2020 8:41 AM	 "A Nation's culture resides in the hearts & souls of the people."-			371 ■	7 15 ■	Boost Post

[See All Posts](#)

Social media Analytics –page views and people

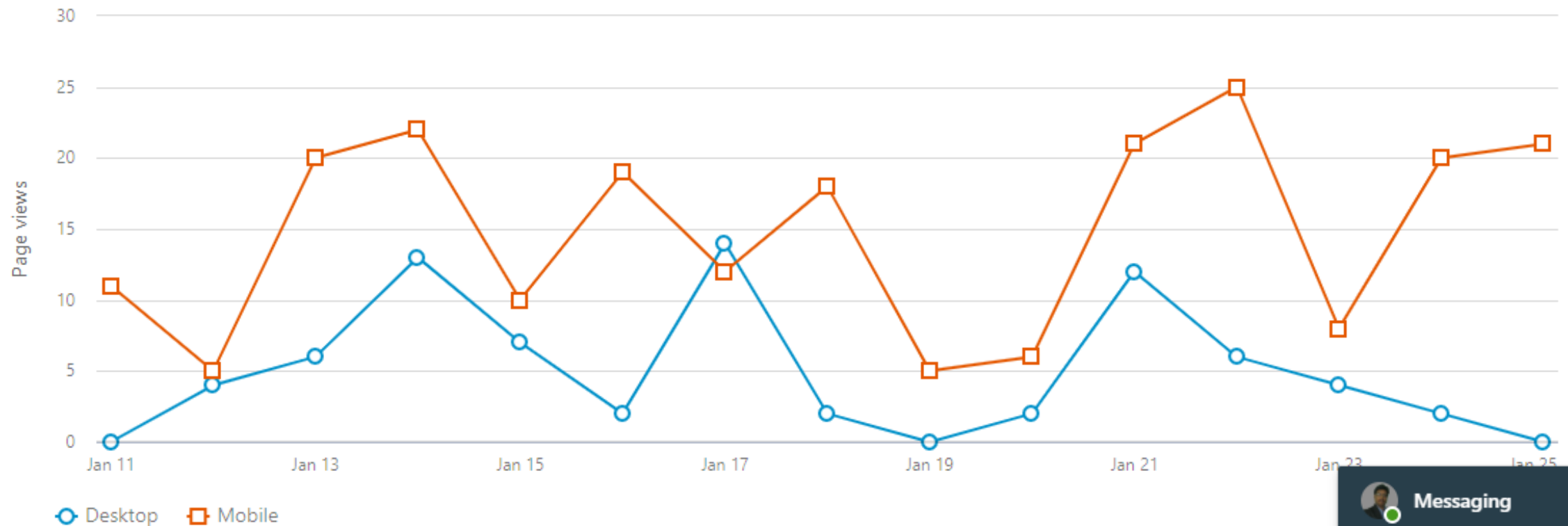


LinkedIn Analytics

Page Content Suggestions Career Pages **Analytics** Activity 43 Admin tools

Visitor metrics Time range: Jan 11, 2020 - Jan 25, 2020 Page: All Pages Metric: Page views

Aggregate desktop and mobile traffic



Messaging

LinkedIn Analytics

Page

Content Suggestions

Career Pages

Analytics ▾

Activity **43**

Admin tools ▾

574 ▼17%

Reactions

3 ▼57%

Comments

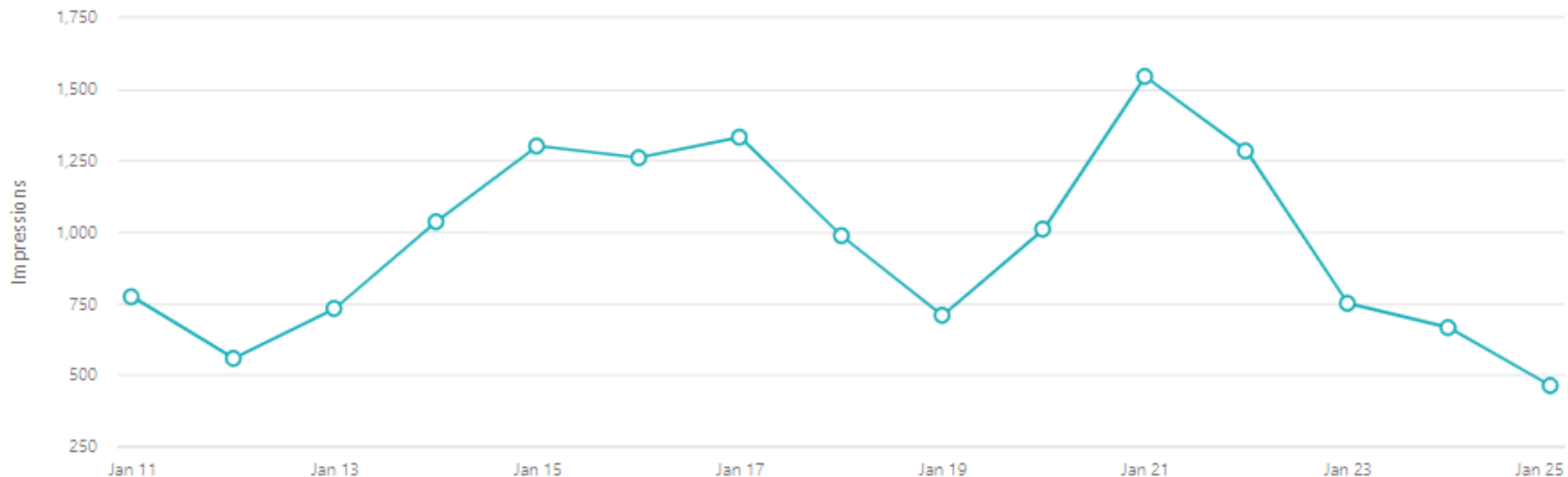
18 ▼58%

Shares

Update metrics ⓘ

Time range: Jan 11, 2020 - Jan 25, 2020 ▾ Metric: Impressions ▾

Aggregate organic and sponsored



Organic and sponsored

LinkedIn Analytics

Page Content Suggestions Career Pages **Analytics** Activity **43**

Admin tools ▾

Follower analytics ⓘ

All analytics dates and times are displayed in UTC

Export

Follower highlights ⓘ

1,996

Total followers

39 ▲34%

New followers in the last 30 days 12/27/2019 - 1/26/2020

Follower metrics ⓘ

Time range: Dec 27, 2019 - Jan 25, 2020 ▾

Aggregate organic and sponsored Off



LinkedIn Analytics-Follower Demographic

Follower Demographics ⓘ

Data for: Location ▼

Top locations










	Followers	% of Followers
Kolkata Area, India	776	46.89%
New Delhi Area, India	147	8.88%
Mumbai Area, India	105	6.34%
Bengaluru Area, India	96	5.8%
Hyderabad Area, India	54	3.26%
Gurgaon, India	39	2.36%
Kalyan Area, India	26	1.57%
Chennai Area, India	25	1.51%
Ahmedabad Area, India	23	1.39%
Jaipur Area, India	20	1.21%

LinkedIn Analytics-Competitors' Analysis

International Management Institute, Kolkata Admin view View as member

Page Content Suggestions Career Pages **Analytics** Activity 43 Admin tools

Companies to track 2 Time range: Dec 27, 2019 - Jan 25, 2020

Company	Total followers	New followers	Number of updates	Engagement rate
 International Management Institute, Kolkata Your company	1,996	39	31	14.38%
 Indian Institute of Management Ahmedabad	161,500	3,043	46	6.61%
 Vivekananda institute of Professional studies	2,043	27	0	-
 T.A.PAI MANAGEMENT INSTITUTE	7,862	90	42	8.21%
 PGDM-IB Bimtech	6	0	0	-
 RAx Labs Inc.	218	16	11	8.2%
 Samnidhy	173	4	0	-
 Axis Bank	576,703	11,147	12	2.66%
 INDIAN SCHOOL OF BUSINESS MANAGEMENT AND ADMINISTRATION	9,530	17	14	4%

Social media Analytics*

- **Value of a Member/Fan:**

$$L / UpM \cdot (LpD \cdot 30) \cdot (C / L) \cdot CR \cdot ACV = \text{Value of a Like}$$

- L is Total Likes
- UpM is unlikes per month
- LpD is links per day
- C is average clicks
- CR is conversion rate
- ACV is average conversion value

(HubSpot, 2018)

Social media Analytics**

- **Customer Lifetime Value vs. Customer Engagement Value (online)**

$$TLV = \sum_{t=1}^T (S_{it} - DC_{it}) - MC_{it} \left(\frac{1}{1+\delta} \right)^t$$

where,

LTV = Lifetime value of an individual customer i in Rs.

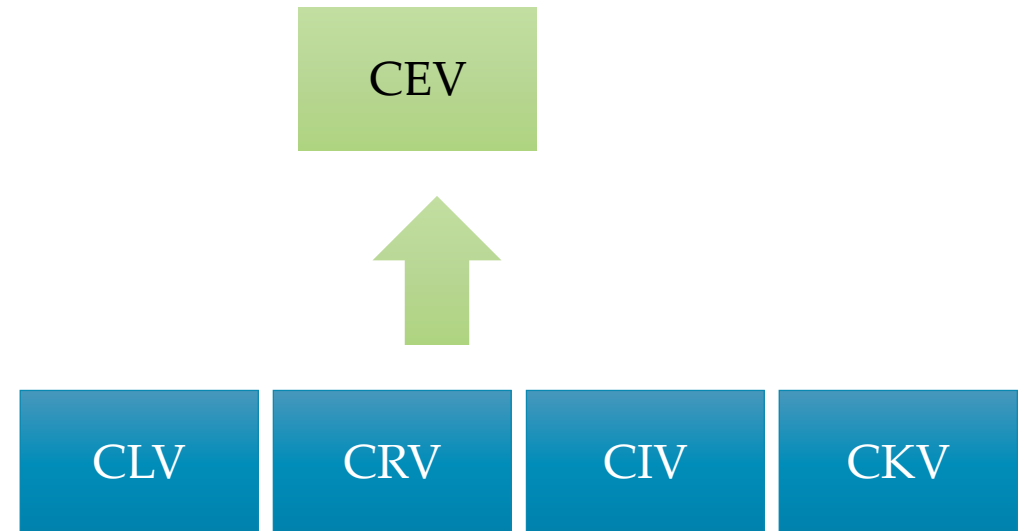
S = Sales to customer i

DC = Direct cost of products purchased by customer i

MC = Marketing cost associated with customer i

T = Customer Lifetime with the organization

δ = Rate of discount



CEV- Customer Engagement Value
 CRV- Customer Referral Value
 CIV- Customer Influence Value
 CKV- Customer Knowledge Value

(Kumar, 2010)

Social media Analytics *

- **Social Media ROI** =
$$\frac{\text{Return from SM} - \text{Investment on SM}}{\text{Investment on SM}}$$
- Investments include the **money, time, and effort** put into **content generation, upkeep** of the social media page/handle of the brand/company.
- Returns could be **sales, leads obtained, or reach** of a specific message.
- Tools- GA, Salesforce (provides Tracking codes), Hootsuite Analytics (brand reach and brand sentiment)

Calculate your return



(Hootsuite, 2019)

Thank you



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