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 defied 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 defied by the company/brand.

Facebook Algorithm

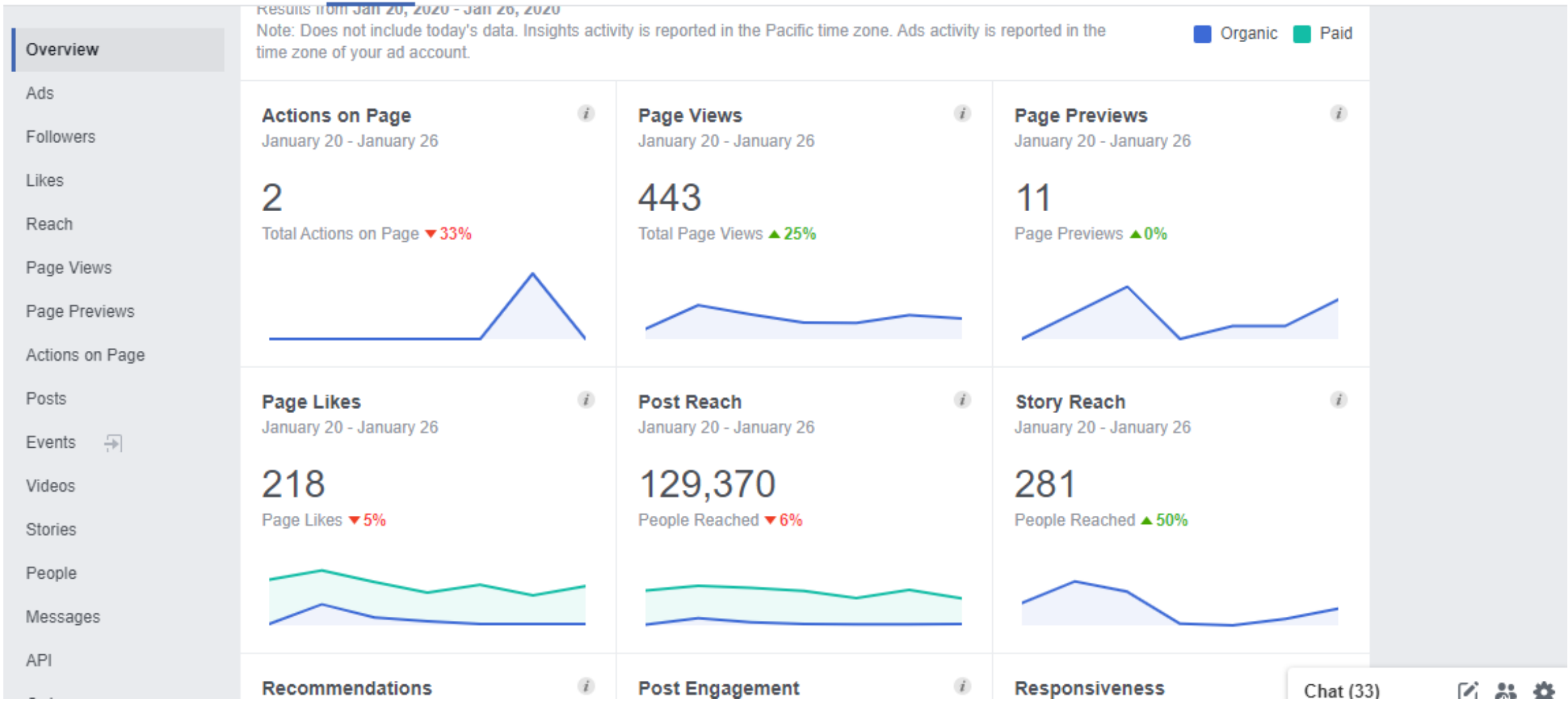
Edge Rank = $\sum u_e w_e d_e$

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

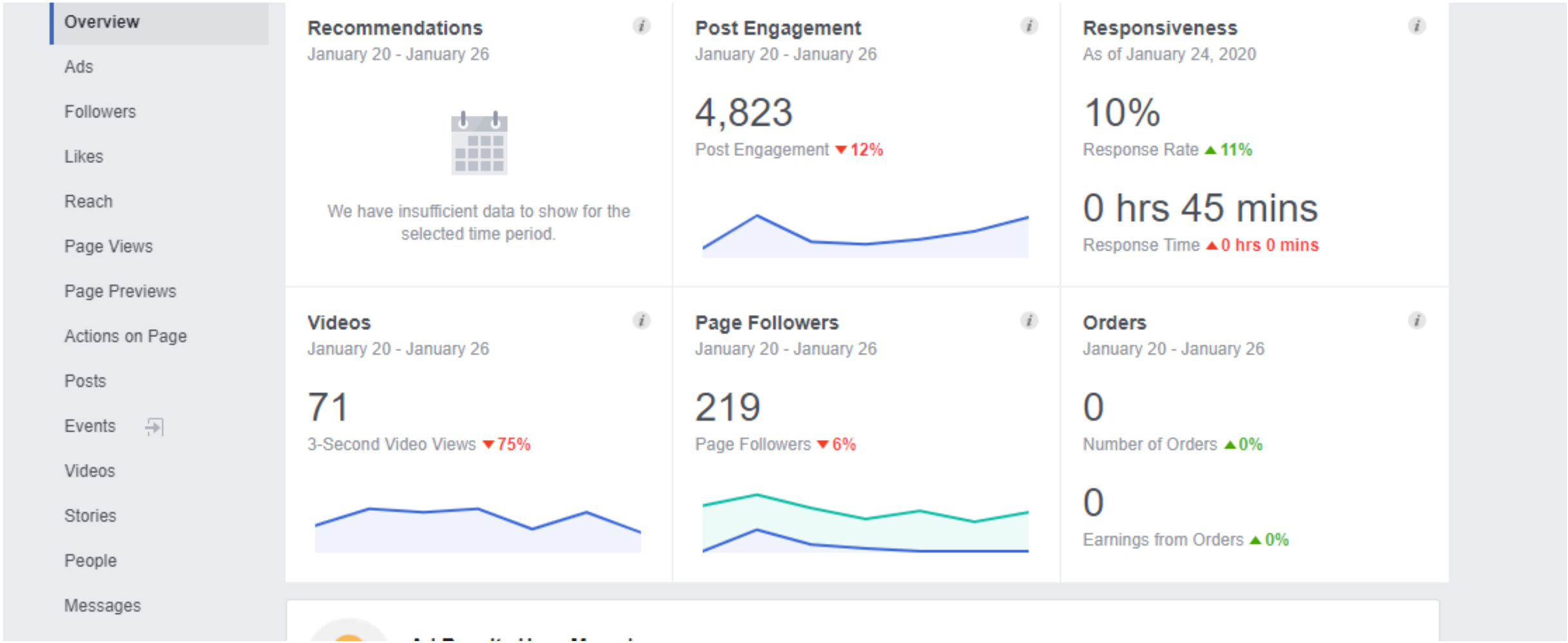
w- Weight for the edge type (status, comment, like, tag, etc.): Shares > Comments> Likes> Clicks

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

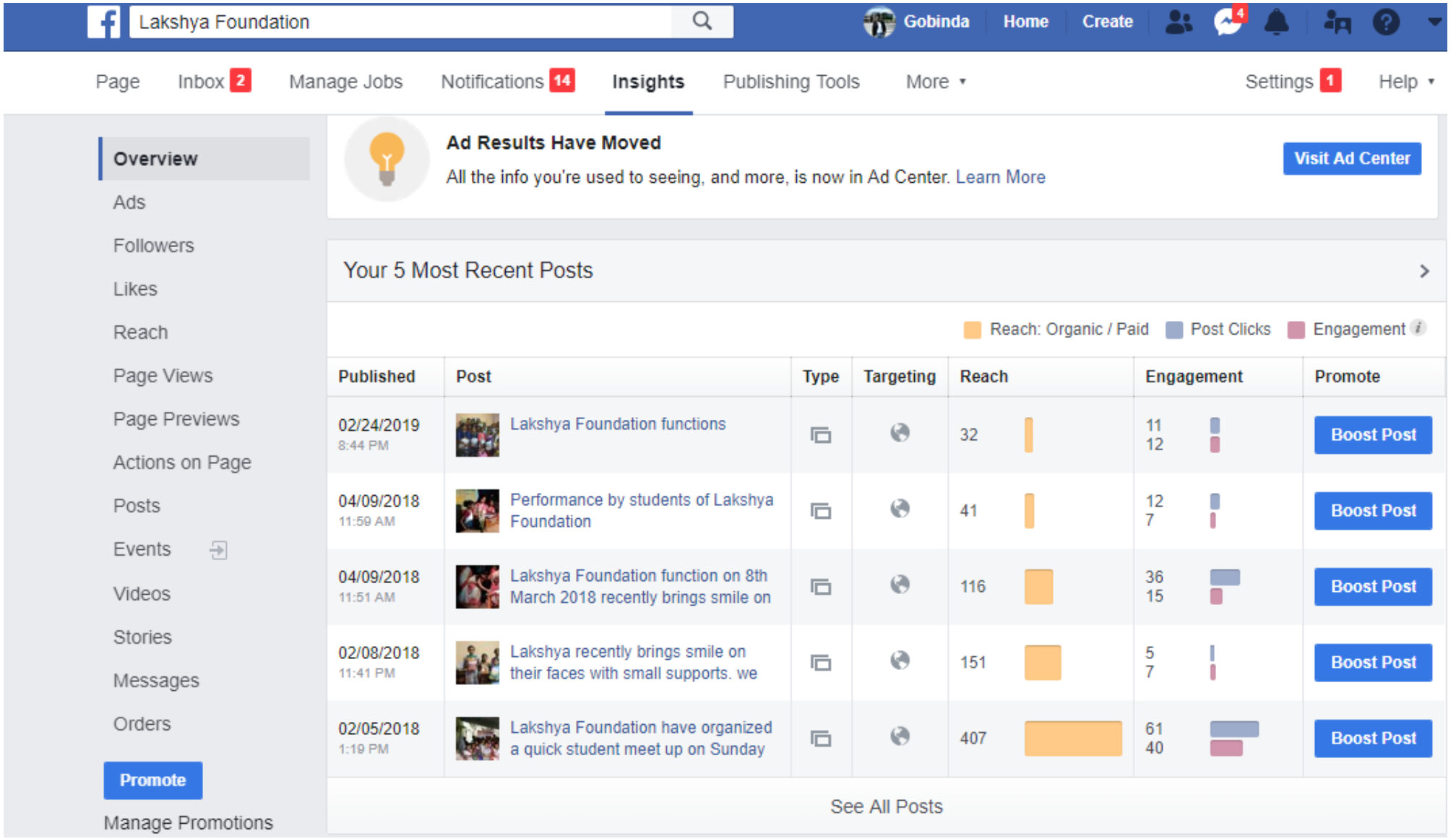
Facebook Insight



Facebook Insight



Social media Analytics



Social media Analytics

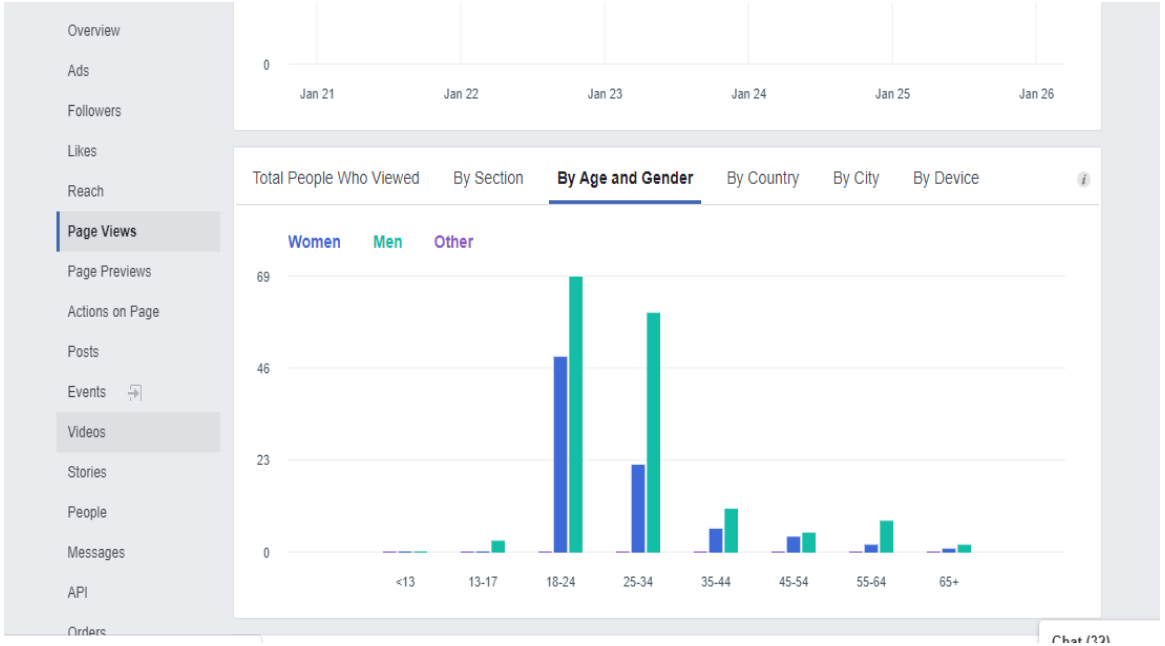
- Overview
- Ads
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- Stories

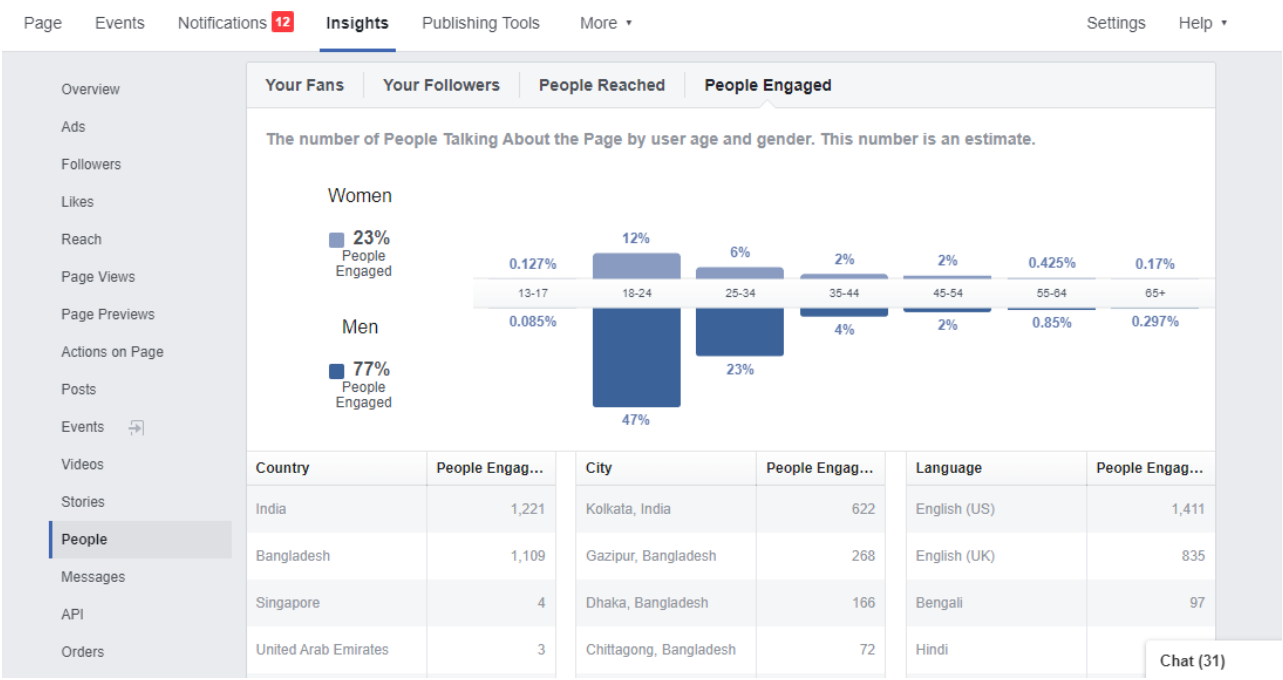
Reach: Organic / Paid | Post Clicks | Engagement

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

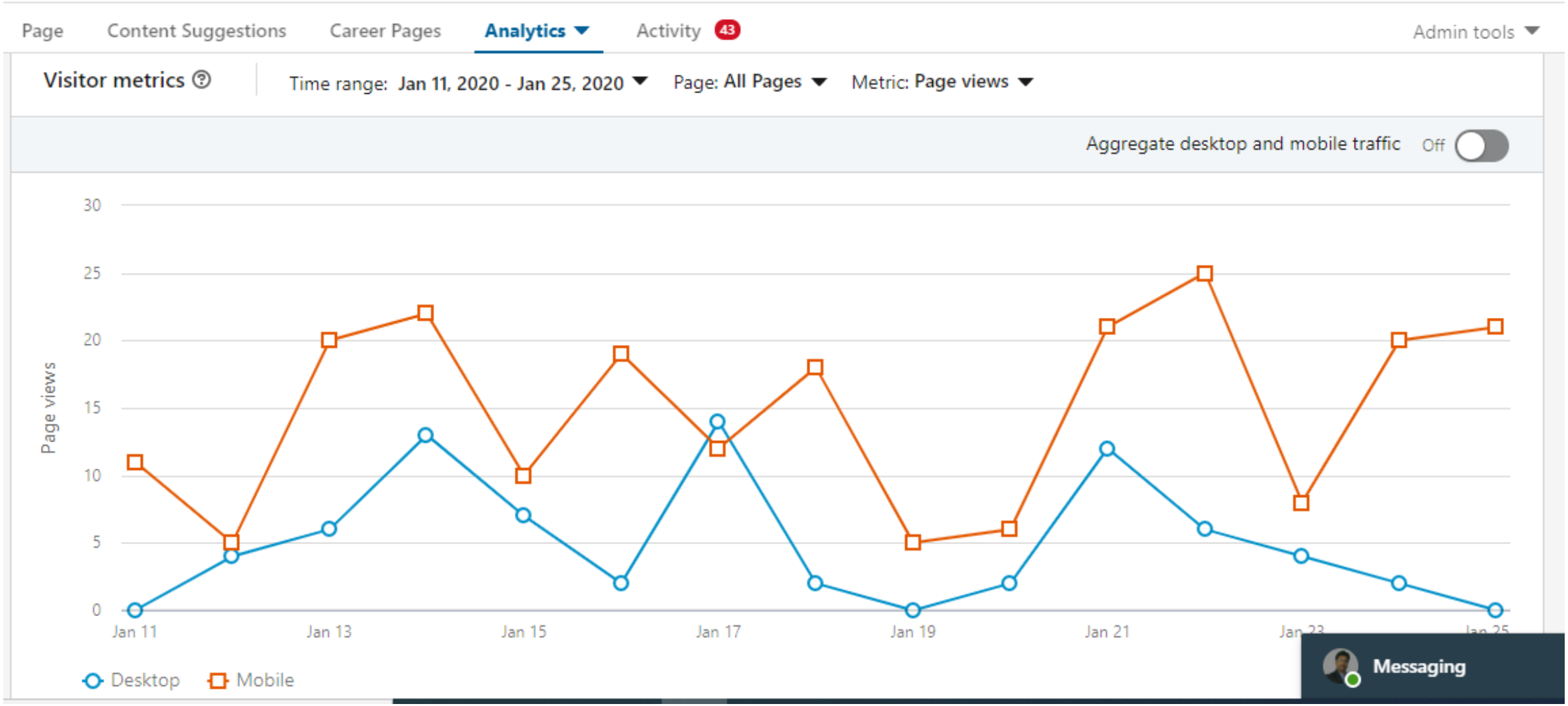
See All Posts

Social media Analytics –page views and people





LinkedIn Analytics



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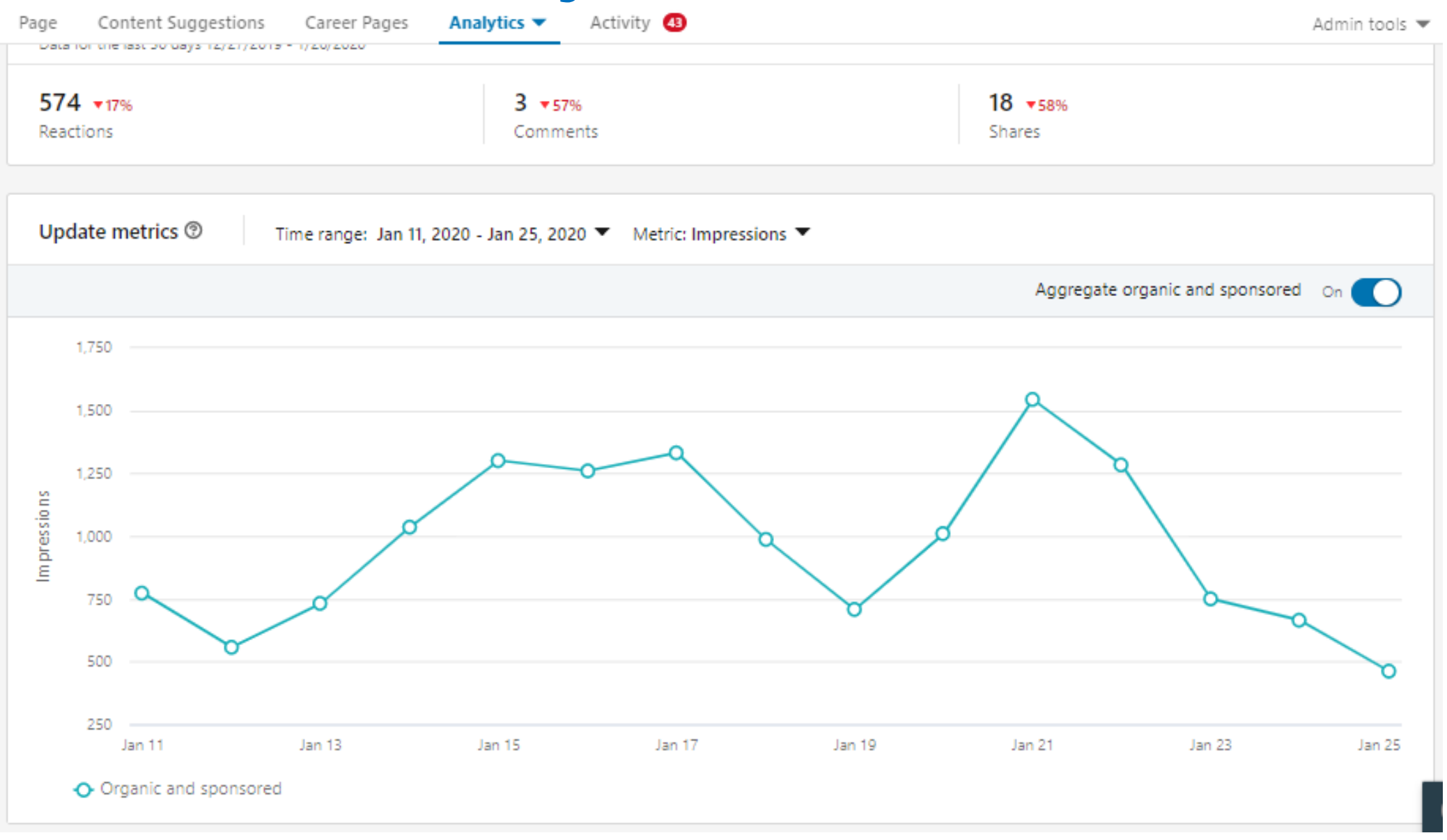
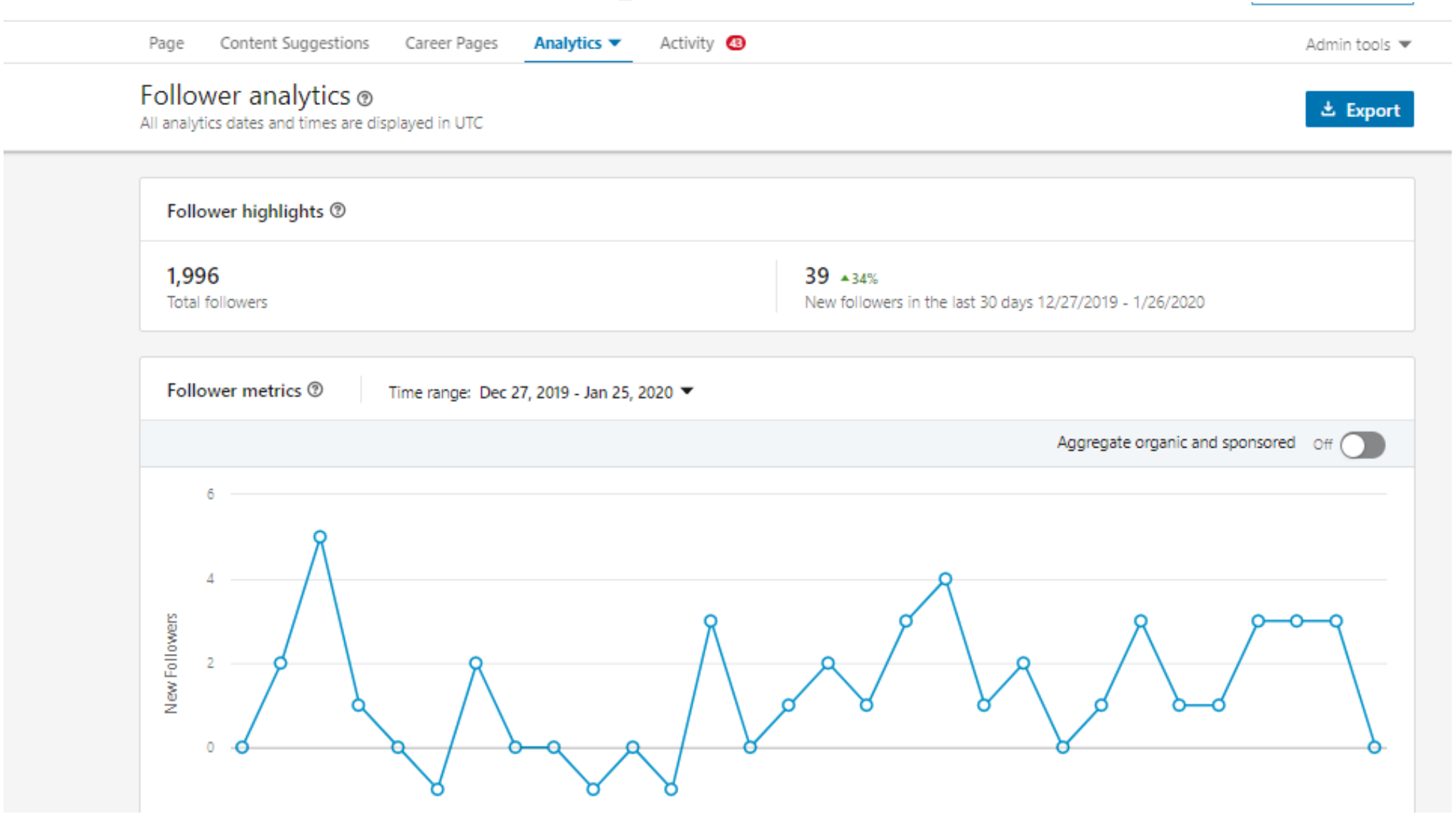
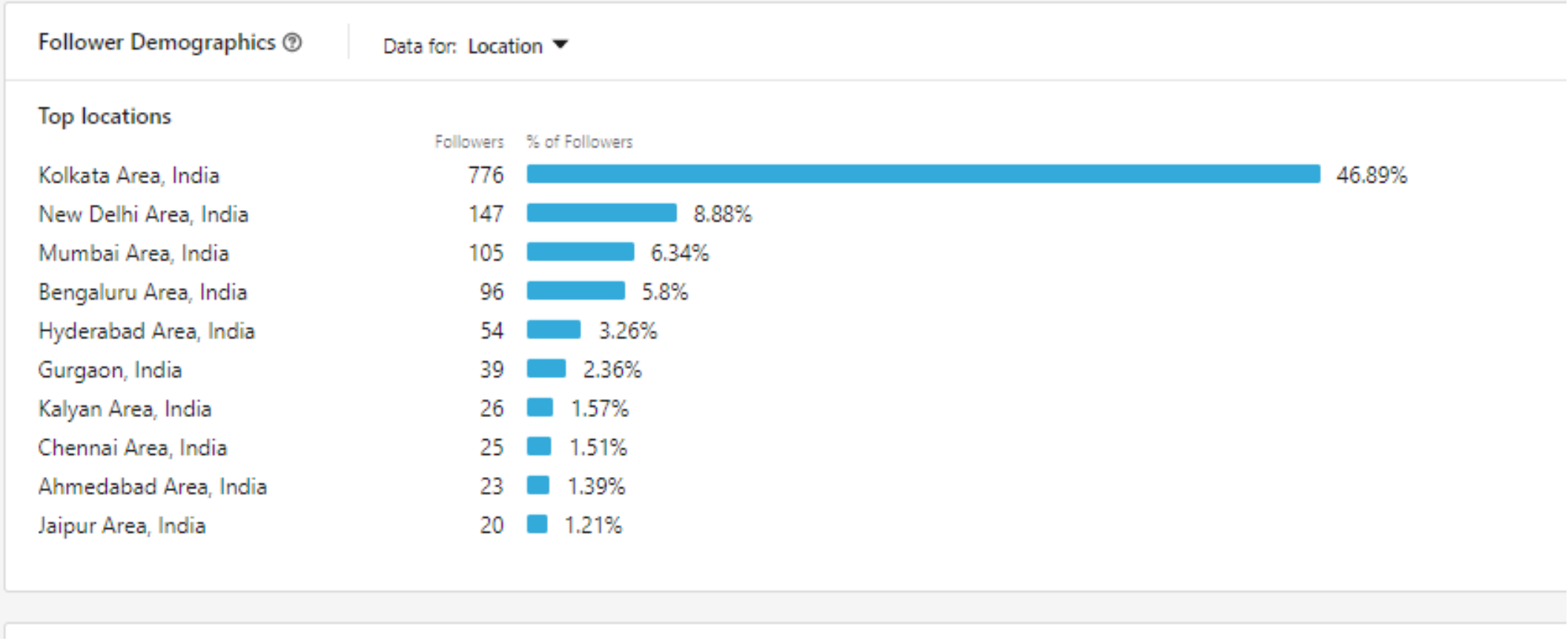


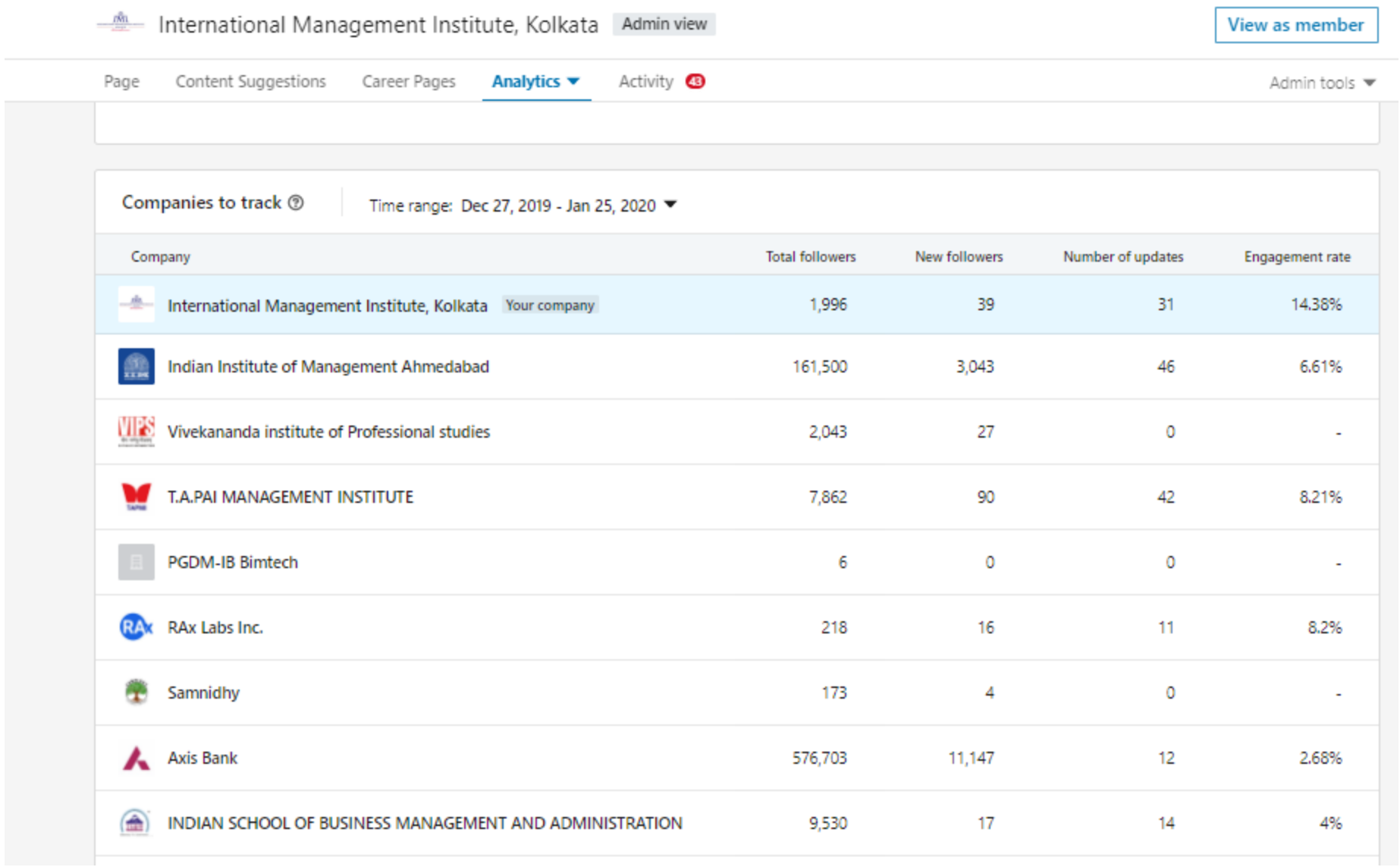
LinkedIn Analytics



LinkedIn Analytics-Follower Demographic



LinkedIn Analytics-Competitors' Analysis



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	2.68%
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.

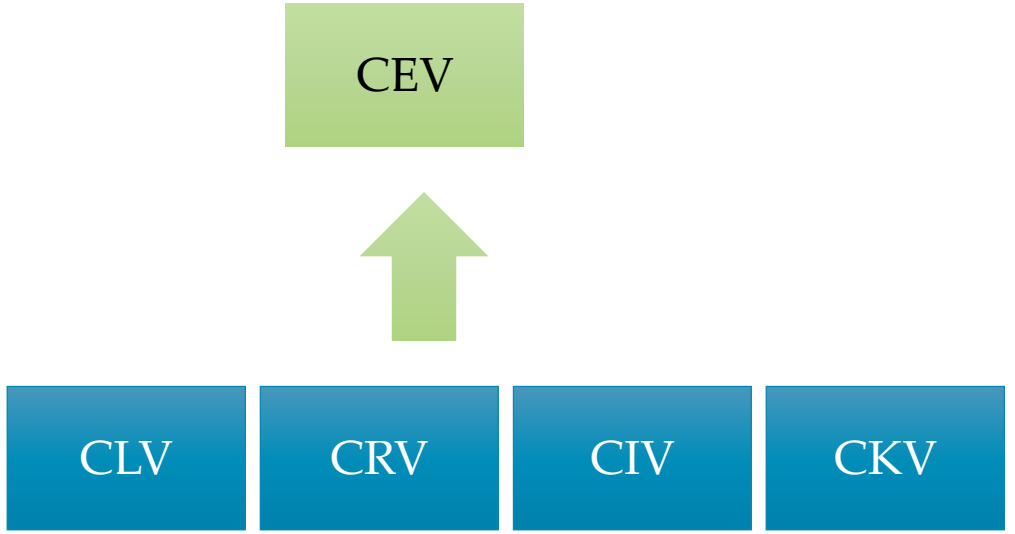
S = Sales to customer i

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)

(Hootsuite, 2019)

Thank you