

# Data Analytics 101



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# Agenda

Data, Information, Intelligence

- Define terms
- Competitive vs. Business
- Data points old & new

Integration Issues

GOALS

Social Media Metrics

Benchmarks

In-house vs. Third Party Solutions

Questions

# *Data, Information, Intelligence*

## Data

- Raw, unorganized, unprocessed facts

## Information

- Processed, organized, structured data placed into context

## Intelligence

- Corroborate the validity of the information
- Understand its importance and linkages with other data
- Used accomplish a desired goal

## Business Intelligence

- Micro-environment: What are you doing?

## Competitive Intelligence

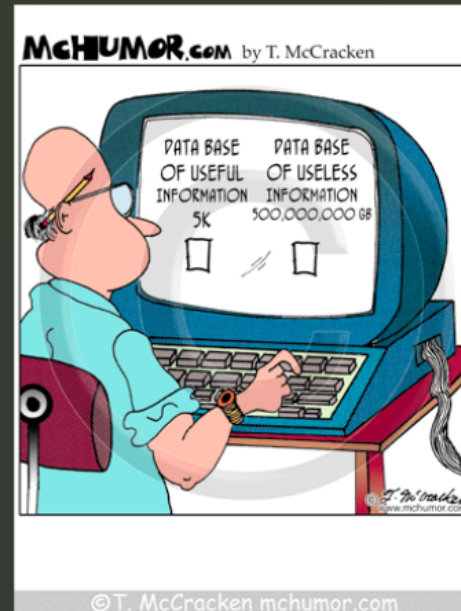
- Macro environment: What is your industry doing?

## Qualitative vs. Quantitative Analysis

- Content assessment vs. Numbers measured

# “Big Data”

You are not doing this  
Big Corporate issue



## *What is Data?*

Depends on context/CRM tools

Traditional

- Databases
- Excel files
- Contact lists
- Email blasts
- Paper

New

- Online static (websites, email, POS)
- Online Dynamic (social media, POS)

## CRM Approaches

Traditional:

- You know who you are dealing with
- If they support your enterprise

New:

- Constant contact
- Whether speak speak/interact

*Is there crossover between the two?  
Why is this important?*

## ***2013 eNonprofit Benchmarks***

Email response/giving is DECREASING

Social media/online response giving is INCREASING

Are you communicating with BOTH base and potentials?

Are you creating more work through loyalty to antiquated system?

You need to make sure that there is overlap between traditional and new CRM



# Goals

Who is your base & where are they now?  
Who else are you trying to reach?

- Demographics

Where are they?

- Geographically, online

Are you where your demos are?

Are you talking at or engaging with?

How much do you really need to do?

*Stop throwing spaghetti!*

*\*refer to booklet page 3*

# How Do We Measure That?

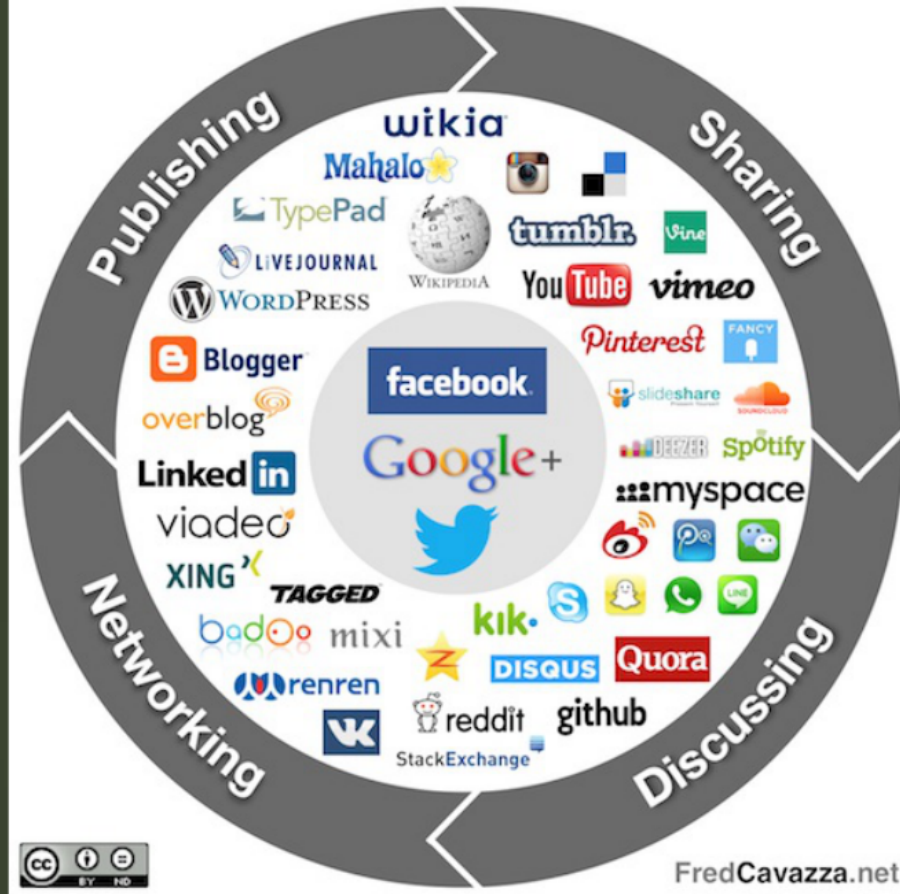
Platform specific analytics

- Facebook, Google, Twitter, etc

What should you be looking at?

\*refer to booklet page 4

# Social Media Landscape 2013



## Who is Where?

Broadest reach: Facebook

- Broad income/age range

Fastest growing: Twitter

- Young adult with moderate income

Greatest reach:

Youth - Tumblr

Women - Instagram, Pinterest

Men - LinkedIn

*\*refer to booklet page 2*

## *2014 Trends*

Highly Visual Sharing Services

- Instagram & Pinterest

Mobile Sharing

- Snapchat & Whatsapp

Facebook dominance problematic

- Ubiquity = lost in the masses

Twitter seeks to be media

- Third-party integration (Vine)

# 1 - Fan Reach

- Number of Page fans who have seen any given post
- Organic: fan direct, not thru others action
- Not available directly thru FB, must download to excel

The screenshot displays the Facebook Insights interface. At the top, it shows key metrics: Total Likes (231,475, +0.6%), Friends of Fans (6,946,078, -66.53%), People Talking About This (26,242, +170.17%), and Weekly Total Reach (371,383, +97.87%). Below these metrics is a line chart with three data series: Posts (purple), People Talking About This (green), and Weekly Total Reach (blue). A red arrow points from the chart area down to the 'Export Insights Data' dialog box. The dialog box has the following options:

- Select Data Type:**  Page level data,  Post level data
- Select File Format:**  Excel (.xls),  Comma-separated values (.csv)
- Select Data Range:** Start Time: 1/23/2013, End Time: 2/19/2013

At the bottom of the dialog box, there are 'Download' and 'Cancel' buttons. A note at the bottom of the dialog states: 'Insights data is not available before July 19, 2011.'

## “Lifetime Post reach by people who like your Page”

Measure the appeal of content  
(quality of content)

Key indicator of health of your Page  
(quality of audience)

1	Lifetime Post Impressions by p	Lifetime Post reach by people who like your Page
2	Lifetime The number of impressions	Lifetime The number of people who saw your Page post
3	270451	84288
4	140244	51374
5	188207	64412
6	203119	72858
7	255086	80655
8	190766	65615
9	162042	57633
10	122870	40578
11	159255	51503
12	127066	42462
13	125408	42528

## 2 - Organic Reach

*How is it different?*

- *Base vs. Potentials*
- *Potentials include direct views of non-fans*

*Keep in Mind*

- *Don't confuse the two*
- *Organic reach may not be accurate reflection of fan reach*
- *When organic reach is very close to fan reach, it usually means that people cannot be exposed to content if they are not already fans*
- *Try to better promote your Page on other channels and you should see your organic reach going up*





The screenshot displays the Facebook Insights interface. A post titled "Bon début de semaine à toutes et à tous,..." is selected. A bar chart shows the reach breakdown for this post: Organic (78,541), Paid (7,160), and Viral (6,360). The total reach is 88,061. A red box highlights the organic reach number in both the chart and the table below. The table below shows reach for three posts:

Post	Organic	Paid	Viral
Bon début de semaine à toutes et à tous,...	78,541	7,160	6,360
Devant l'aggravation de la situation social...	62,029	3,419	2,847
C'est la Saint Valentin. Mais surtout, c'est...	7,160	0	0

Once on the Insights interface, click on the number of people reached for the post in question and hover your mouse over the "Organic" bar chart, you'll see the organic reach number for that post.

# Reach?

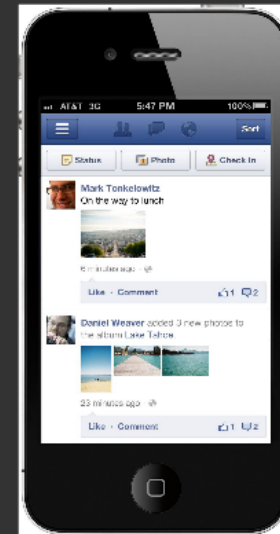
Viral vs. organic views

- Viral generates talk
- Organic has better conversion

*However....*

Load vs. scroll

- Not counted until user clicks on post loads content
- Good and bad depending on content and mobile users
- Doesn't account for "quickfire"
- Active vs. Passive



## 3 -Engagement

Number people who clicked anywhere in post  
Engagement = # people interacted with content

- liking, commenting, sharing, viewing a video, clicked links, like photos

Acting vs. Passive

- Not enough for updates to be viewed many
- Make sure content triggers some kind of interest
- Engagement metric only measurable sign of interest

Post ?	Reach ?	Engaged Users ?	Talking About This ?
La fin de la trêve hivernale des expulsions...	62,304	3,932	3,364
C'est la Saint Valentin. Mais surtout, c'est ...	86,062	19,883	20,126
D'ici quelques minutes, quelques heures t...	82,806	4,055	3,676
Bon début de semaine à toutes et à tous,...	78,541	7,160	6,360
Devant l'aggravation de la situation social...	62,029	3,419	2,847
Découvrez le résumé de la présentation d...	43,228	2,152	1,841

The Engaged Users metric is easy to see on your Facebook Insights page.

Do not focus on raw number - understand relationship

$\text{Engaged Users} / \text{Reached Users} \times 100 = \%$

Allows compare/benchmark different types of posts

## 4 - Storytellers

“People Talking About This”

- only measures three actions: likes, comments, shares.
- interacted and then showed others

QUALITATIVE

Why important: the viral metric

- people “may” share
- Facebook limits this

*Don't depend too much on this metric!*



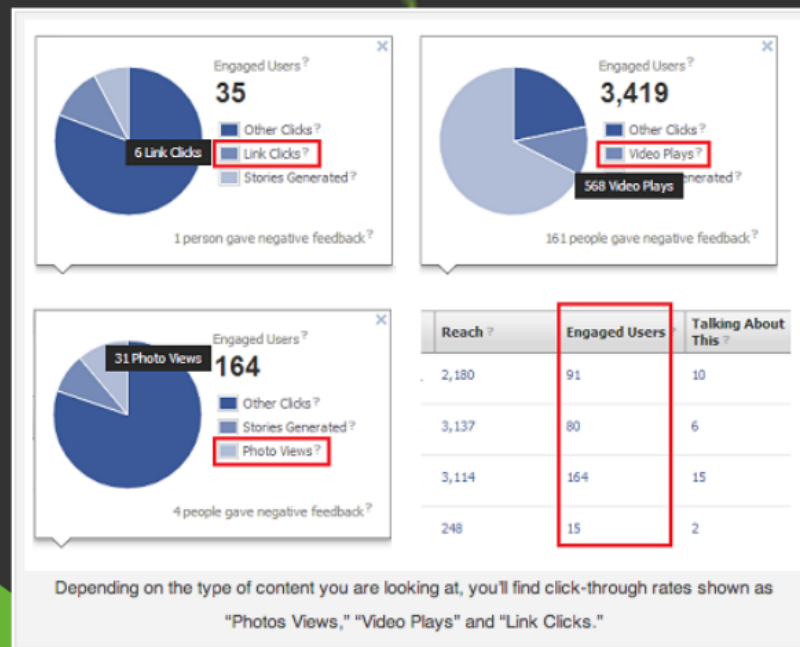
# 5 - Click Thru Rate

Measure effectiveness of email marketing, banner advertising, search engine ads, campaigns or landing page quality

Means same as traditional website

Page insights interface, click on the Engaged Users number

# of people interested enough in content



## 6 - Negative Feedback

Action taken by fan

- hiding specific post, hiding future posts, unliking Page, reporting spam

Counts number of users who did not like content  
Page insights interface, click Engaged Users number

- cannot see the breakdown - need excel

Why important:

- Facebook gives more weight to metric
- Posts with high negative feedback have less exposure through EdgeRank

*Pages with average negative feedback that remains high have less reach over time*

Page Posts (Updated 3 minutes ago)

All Post Types

Date	Post	Reach	Engaged Users	Photo Views	Stories Generated	Engagement %
2/18/13	La fin de la trêve hivernale des expulsions...	62,304				
2/14/13	C'est la Saint Valentin. Mais surtout, c'est ...	86,062	19,883	20,126		23.39%
2/12/13	D'ici quelques minutes, quelques heures t...	82,806	4,055	3,676		4.44%
2/11/13	Bon début de semaine à toutes et à tous,...	78,541	7,160	6,360		8.1%

Engaged Users? **19,883**

Photo Views?   
 Stories Generated?

209 people gave negative feedback?

Click on the Engaged Users number for each post and you'll see the "negative feedback" number in small print.

Convert to Percentage

$$\text{Negative Feedback} / \text{Reach} \times 100 = \%$$



## *About EdgeRank...*

Calculated:

- Affinity – i.e., how close is the relationship between the user and the content/source?
- Weight – i.e., what type of action was taken on the content?
- Decay – i.e., how recent/current is the content?

Debatable usefulness

Newsfeed algorithm has 100K weight factors

Greatly affected by Relationship settings

Need paid ads to reach

Large corporate vs. Small Nonprofit/Small Business

# Twitter

INFLUENCE = Give and take

- Good for pop-culture and news

Followers: # times listed = Equals reputation

Klout score

- Calculate overall outlay of the user's Twitter activity.

Ratios: Followers v. Following

What to consistently track:

Follower growth

- How many new followers every day, week or month?

Follower quality and engagement

- How many users interact with account?

Reach

- How many users favorite or retweet Tweets?

Traffic

- How many users go to site?

Does follower convert??

- How many users sign up for your service or buy your product?

## Integration

How do you cross-measure SM to traditional data?

How do you track persons reached via SM who buy, donates, contacts your organization?

In-house vs. Third Party Vendors



**Excel**

*free, easy, powerful*

*plan -track*

*upfront cost vs. longterm benefit*

*creates easily digestible visual*

***Third Party Vendors***

Sales Force      Simply Measured      Razor's Edge      Hootsuite      Constant Contact      Gift Works

**GOALS!**

*Does your SM achieve goals?*

*SM is means to an end*

*Cost Benefit Analysis*

# Data Analytics 101

