

Social Media Analytics

#WAsocialsummit



Presented by Derek Belt
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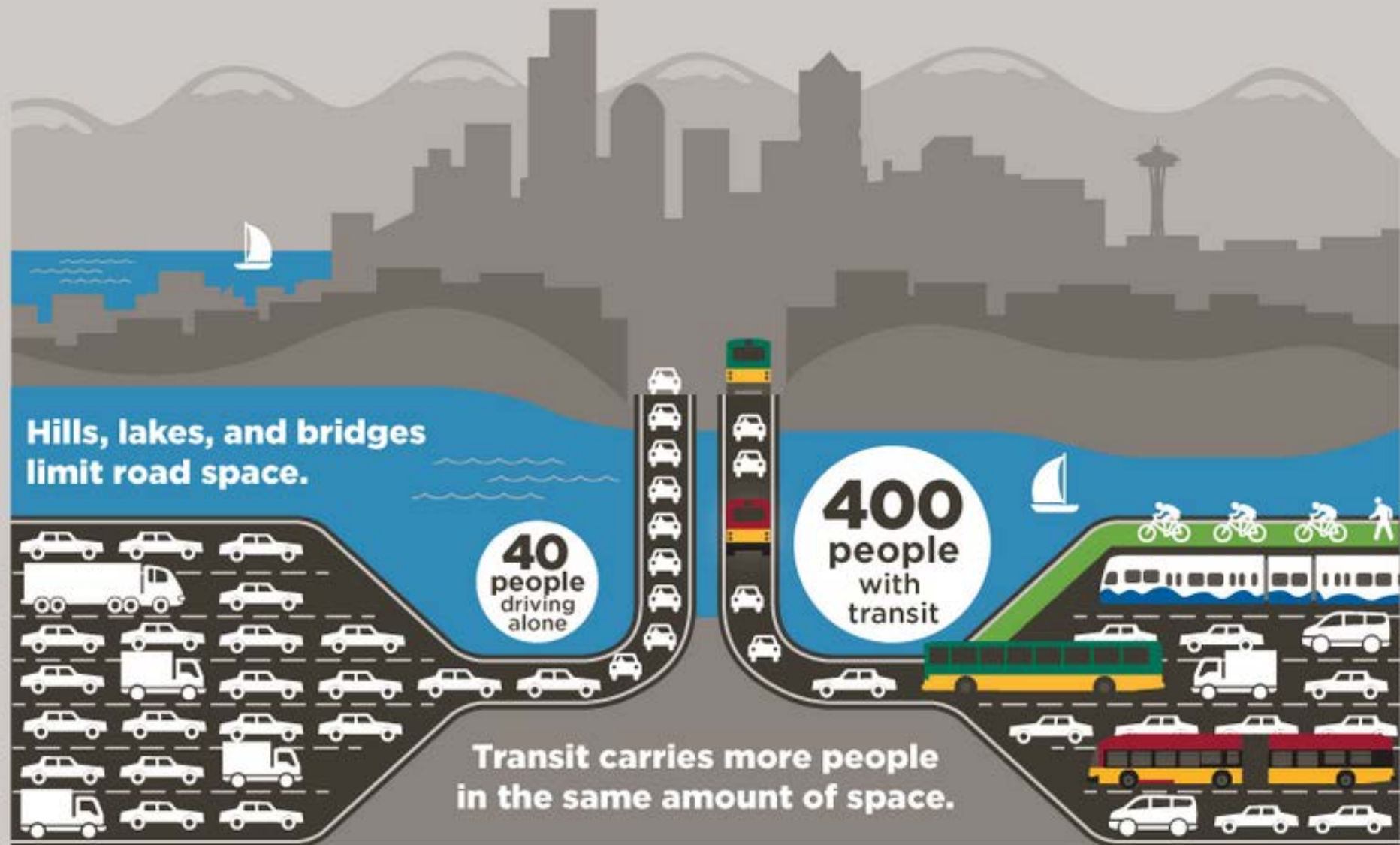
Decide what to measure

- Metro Transit budget crunch leads to ballot initiative in 2014.
- **Press conference report:**
 - 100s of Twitter mentions!
 - #kcmetrocuts was Seattle's top trending term that day!!
 - **Awesome, right?**
- **Wrong**—sentiment was 80/20 against.
- People who don't ride the bus don't want to pay for it.
- **Takeaway → We need to connect with non-riders.**



CHOOSING METRO MAXIMIZES THE ROADS WE HAVE.

Transit takes 175,000 cars off the road each weekday, reducing congestion and saving everyone time—whether or not you ride the bus.



King County, WA @kcnews

Changes to 33 @kcmetrobus routes proposed to make bus & train service work better together: ow.ly/Rn8PE #bus2link

RETWEETS 2 LIKES 3

73 clicks

- Don't overthink it— you don't have to measure everything.
- But you have to go deeper than likes and RTs.

King County, WA April 9

To make the most of taxpayer \$\$\$, many of King County's surplus items are sold at public auctions. The next spot auction is Wed., April 10. Items available include a digital camera, Kindle, iPods and more. Bids start at \$1. <http://1.usa.gov/16psOoL>



5 2

44 clicks

Presentation is everything

Post Summary							
Page	Name	Posts	People Reached	Interactions	Clicks	Total Engaged	Engagement Per Post
Twitter	@kcnews	46	96,554	334	259	593	13
Facebook	King County	28	27,608	1,105	433	1,538	55
Totals		74	124,162	1,439	692	2,131	29

- People reached
- Interactions (likes, comments, shares, retweets)
- Link clicks (to our website, ideally)
- Engagement per post

Cookbook for Facebook Insights

- 1. Go to Facebook Insights** and select “Export.” Set the dates you want to measure, choose “Post Data” and “Export Data.”
- 2. To find reach or impressions**, Columns I, J, K and L on the Excel tab titled “Key Metrics” gives you total, organic and paid reach, as well as impressions.
- 3. To calculate interactions**, find the tab “Lifetime Post Stories” and add the numbers in Columns J, K and L.
- 4. Link clicks** are in Column J of the tab “Lifetime Post Consumers.”
- 5. For engagement per post**, add interactions and clicks and divide by number of posts.

Cookbook for Twitter Analytics

1. **Go to Twitter Analytics** and choose “Tweets” at the top.
2. **Find the button called “Last 28 Days”** and select the reporting period you want to measure. Choose “Export Data.”
3. **To find reach or impressions**, Column E has this info.
4. **For interactions**, add the numbers in Columns H, I and J.
5. **Link clicks** are in Column L.
6. **For engagement per post**, add interactions and clicks and divide by number of posts.

What this kind of data can tell you

Page	Posts in Q3 2015	Page Fans	Potential Reach	Actual Reach	Reach Per Post	% Reached	% Engaged
Metro	80	4,655	372,400	89,250	1,116	24%	4%
Pets	53	2,940	155,820	46,228	872	30%	4%
Public Health	120	2,876	345,120	95,651	797	28%	7%
Parks	121	3,003	363,363	55,247	457	15%	5%
KC News	90	5,506	495,540	82,070	912	17%	4%
Average Q3 2015	93	3,796	346K	74K	796	21%	5%

A lot of work for not a lot of ROI.



Hey, that's a lot of engagement!

Page	Posts in Q4 2015	Page Fans	Potential Reach	Actual Reach	Reach Per Post	% Reached	% Engaged
Metro	80	4,655	372,400	89,250	1,116	24%	4%
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Public Health	120	2,876	345,120	95,651	797	28%	7%
Parks	121	3,003	363,363	55,247	457	15%	5%
KC News	90	5,506	495,540	82,070	912	17%	4%
Prosecuting Attorney	68	454	30,872	116,089	1,707	376%	20%

Now we're talking!!!



So what's this group doing differently?



King County Prosecuting Attorney's Office

Published by Shelly Ngo [?] · November 6 at 4:30pm

Terrell Dorsey doesn't compare life to a box of chocolates. It looks more like an obstacle course to him. There are absent parents, drugs and alcohol, too many screens (cell phone/television) and too little sleep. Kids struggle with teen pregnancies, bullying, and learning disabilities.

Terrell, president and founder of Unleash the Brilliance and co-director of the 180 Program, is helping elementary and middle school students learn how to navigate around risky behaviors before. [See More](#)



“See more” links bring up the full story.

Best practices suggest a max count of 100-200 characters!!!

Average word count on these posts is 245.

These posts are longer, and they're working—because those clicks fuel Facebook's algorithm.



King County Sheriff's Office 9-1-1

Yesterday at 7:49am · 🌐

We received a message from a woman who was moved by recent events involving law enforcement officers. With her permission I am sharing it with those of you following our page. We greatly appreciate the time she took to share her support for the work we all do as first responders, and for understanding that we are people just like those citizens we serve. Here's her letter:

I am not from the area. Nor have I ever had the privilege of meeting any of your officers. So please bar...

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100 Likes 4 Comments 14 Shares

- King County's 9-1-1 page has about 2,000 fans.
- This post reached 5X their average.



King County, WA

Published by Derek Belt [?] · October 20 at 9:15am · Edited ·

Tens of thousands of riders will have access to better, more frequent transportation choices in 2016 when light rail is extended from downtown Seattle to Capitol Hill and the University of Washington

The improved transit network fulfills a directive from Dow Constantine, King County Executive to better integrate Metro and Sound Transit. Changes are also in the works for 36 existing Metro bus routes serving North and Central Seattle, including investments funded by Seattle vot...

[See More](#)



This post reached 3X the average despite getting only a handful of interactions.

How? It netted 98 “other clicks.”

Those “other clicks” helped teach Facebook’s algorithm that this was a popular post.

Because of this, it showed the story to more people, driving up the post’s reach.

We never would have known about this trick if we hadn’t been looking at Facebook data.

Analytics in review

- **Don't overthink what to measure:**
 - People reached
 - Interactions (likes, comments, shares, retweets, etc.)
 - Link clicks
 - Engagement per post
- Find stories in the data, and present your findings in plain language.
- Design reports and insights for people, like your manager, who may not know a thing about social media.



Thank you!

- **Derek Belt**

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- See all KC social media pages @ kingcounty.gov/connect

