

Analyzing Your Efforts:

ROI, Analytics, Integration

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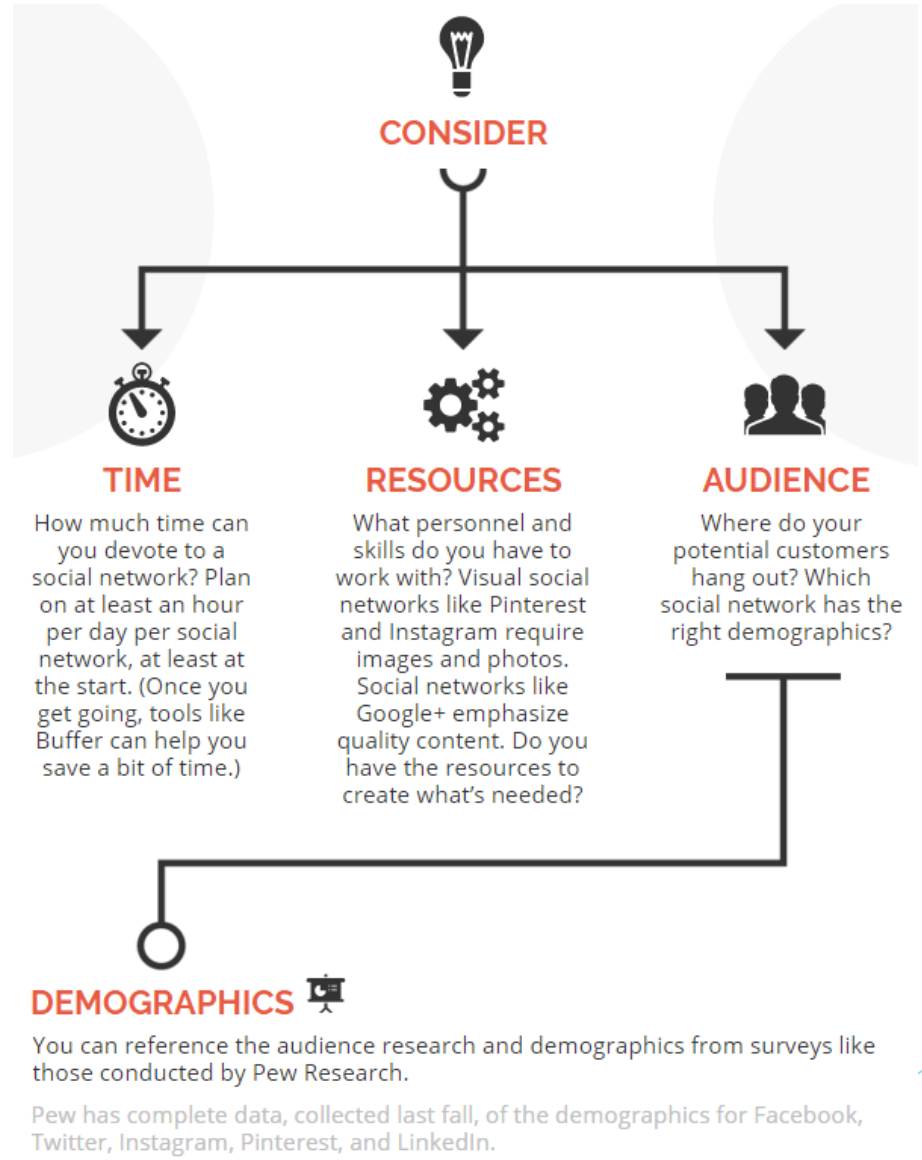
WHO is YOUR audience?



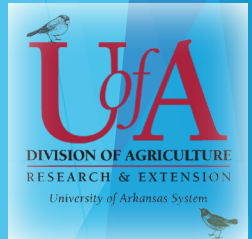
- Age? Gender?
- Where do they live?
- How do they (or do they) use social media?
- How do they access your website or social media?
- Where are they getting their info now?



Before diving in...



Source: <https://blog.bufferapp.com/social-media-marketing-plan>



Why do people use social media?



Making Extension Relevant

People are on social media
FOR FUN.



- What makes us unique?
- What questions can we answer?
- What SERVICE do we – and only we- provide for Arkansans?

Demographics for social media



65% of adults now use
social networking sites - a
nearly tenfold jump in the past
decade



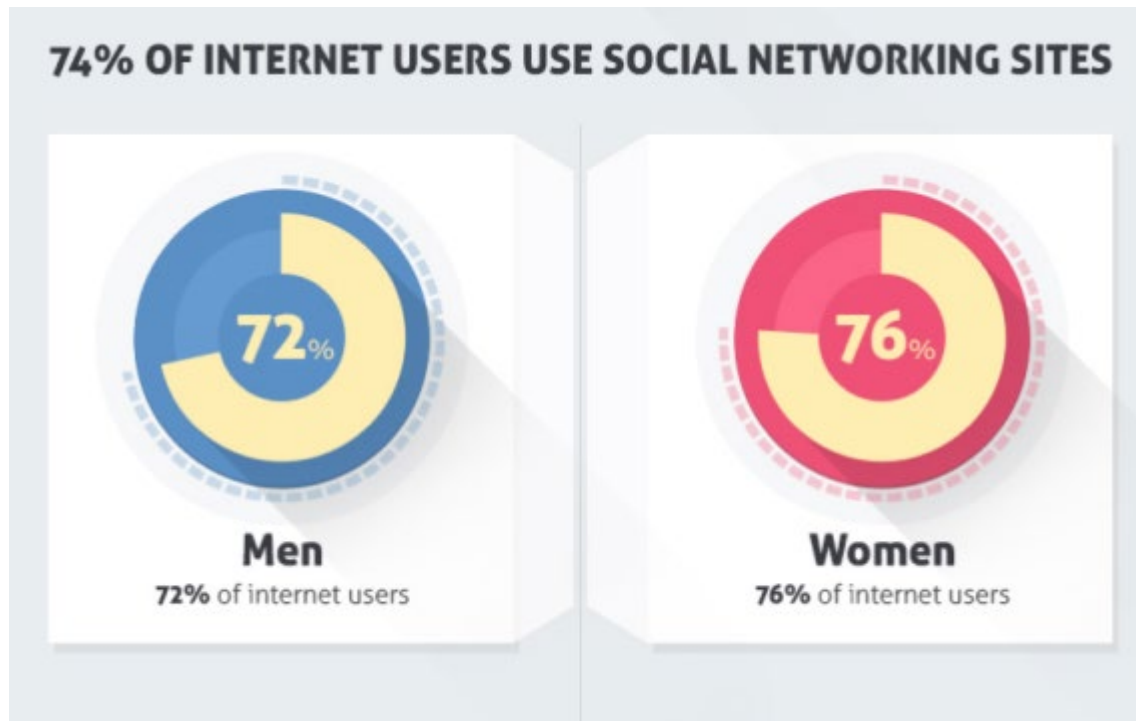
Source: http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19_social-media-update_07/

Community differences: **More than half of rural residents now use social media**



Source: http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19_social-media-update_07/

Gender differences: **Women and men use social media at similar rates**



Source: http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19_social-media-update_07/



There are NOT notable differences by racial or ethnic group:

65% of whites

65% of Hispanics

56% of African-Americans use social media today.

Source: http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19_social-media-update_07/



Age differences: *Today, 35% of all those 65 and older report using social media, compared with just 2% in 2005.*



Source: http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19_social-media-update_07/

Goal Setting In Digital Media



Goal Setting in Facebook

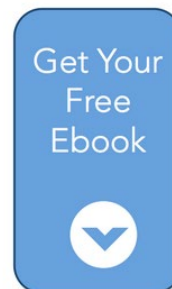
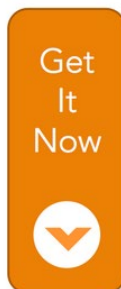
What do you want to do?

- Activity-based goals like attend an event?
Download a fact sheet?
- Audience-building goals – more followers?
- Engagement goals- Shares, comments?



Encourage participation

Create clear calls to action (CTAs)



Demographics for



Facebook Demographics

- Skews more heavily to women users
- 82% of online adults age 18-29 use Facebook
- 67% of rural internet users are on Facebook

Source:
http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19_social-media-update_07/



Facebook Demographics

Among internet users, the % who use Facebook

| | Internet users |
|----------------------------|----------------|
| Total | 72% |
| Men | 66 |
| Women | 77 |
| White, Non-Hispanic | 70 |
| Black, Non-Hispanic (n=85) | 67 |
| Hispanic | 75 |
| 18-29 | 82 |
| 30-49 | 79 |
| 50-64 | 64 |
| 65+ | 48 |
| High school grad or less | 71 |
| Some college | 72 |
| College+ | 72 |
| Less than \$30,000/yr | 73 |
| \$30,000-\$49,999 | 72 |
| \$50,000-\$74,999 | 66 |
| \$75,000+ | 78 |
| Urban | 74 |
| Suburban | 72 |
| Rural | 67 |

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER



Great Facebook Content:

What works?!



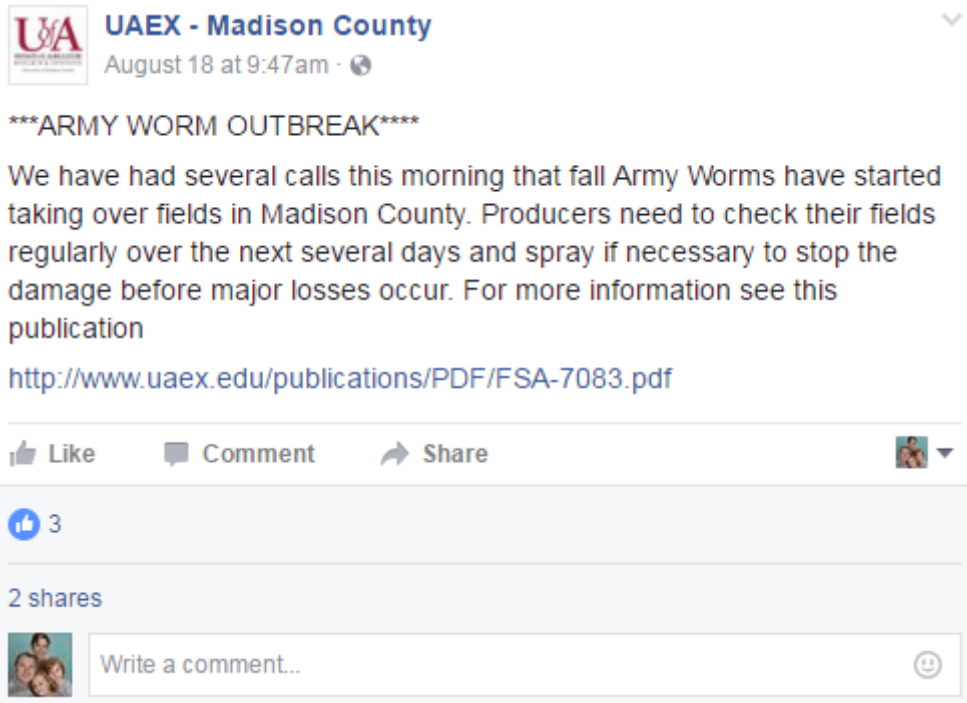
PHOTOS!



Image posts get 179% more interactions than the average Facebook post.



Thursday August 18 post – text only



UAEX - Madison County
August 18 at 9:47am · 🌐

*****ARMY WORM OUTBREAK******

We have had several calls this morning that fall Army Worms have started taking over fields in Madison County. Producers need to check their fields regularly over the next several days and spray if necessary to stop the damage before major losses occur. For more information see this publication

<http://www.uaex.edu/publications/PDF/FSA-7083.pdf>

Like Comment Share

3

2 shares

Write a comment...

**How has the army
worm post
performed in the
past week?**



**What made that
army worm post
successful?**





Published by Kimberly Hurst Rowe [?] - Yesterday at 1:35pm · 🌐

It's "armyworm-ageddon," according to Gus Lorenz, Extension Entomologist. These caterpillar pests have been spotted in epic proportions this past week thanks to the milder temperatures and heavy rainfall. They pose a problem to lawns, pastures, and field crops. Many homeowners won't treat for armyworms, as they tend to "eat and run," damaging only the blades of grass which will recover, but should you consider treatment for armyworms, contact your county agent or refer to our MP-144 Insecticide Recommendations Guide.



Armyworms on the march in Arkansas

LITTLE ROCK, Ark. (KTHV) – An infestation of armyworms has taken advantage of the recent rainfall and is now on the march across Arkansas.

THV11.COM | BY TEGNA

5,003 people reached

Boost Post

👍 Like 💬 Comment ➦ Share



👍 🤖 Adam Colin Chapin, UACES Printing Services and 19 others Chronological ▾

59 shares

View 4 more comments



Carole Waters Richardson So thats wat they're call. they have eaten my veggie garden up.

👍 · 🗨️ · 📧 · 10 hrs

Tuesday August 23
UAEX page. Link to
long form article



**How has the UAEX
army worm post
performed in the
past week?**



What else works?

1. Posts published from 10 – 11 PM EST get 88% more interactions than the average Facebook post.
2. Posts ending with a question get 162% more interactions than the average post.
3. Posts published on Sunday get 52.9% more interactions than the average Facebook post.
4. Excluding images, posts with 150-200 characters performed the best, averaging 238.75 shares.
5. Posts that link to long form content like website articles (2000+ words) receive 40% more interactions than linking to short form content.



VIDEOS!








Videos are the most shared post type, with 89.5 average shares.

Top Videos

[→\] Video Library](#)

Most viewed videos on your Page watched for 3 seconds or more, for videos posted between Aug 2, 2016 and Aug 30, 2016.

| Published | Video | Targeting | Reach | Views | Avg Completion |
|------------------------|--|---|--|---|---------------------|
| 08/11/2016 10:58 am |  Apiculture expert Jon Z uncaps the honeycombs at today's honey extraction |  | 2.6K  | 1.2K  | 37% 0:21 / 1:00 |
| 08/25/2016 4:22 pm |  Lonoke county staff chair Keith Perkins sent us our first #rice #harvest video! |  | 1.4K  | 510  | 76% 0:13 / 0:18 |
| 08/11/2016 4:44 pm |  #prayingmantis munching on something tasty inside a #magnolia blossom outside |  | 1.2K  | 379  | 69% 0:12 / 0:17 |
| 08/26/2016 2:55 pm |  UAEX Hot Spring County Agriculture and 4-H is putting out an armyworm |  | 828  | 228  | 100% 0:13 / 0:13 |
| 08/12/2016 11:38 am |  Lonoke county staff chair Keith Perkins gives us a how-to video on creating a |  | 1.6K  | 192  | 29% 0:17 / 1:00 |
| 08/26/2016 9:58 am |  Don't let a horde of army worms ruin your yard (or if they have, treat it!). Check out |  | 147  | 67  | 17% 0:34 / 3:20 |

What else works?

KNOWING YOUR AUDIENCE!

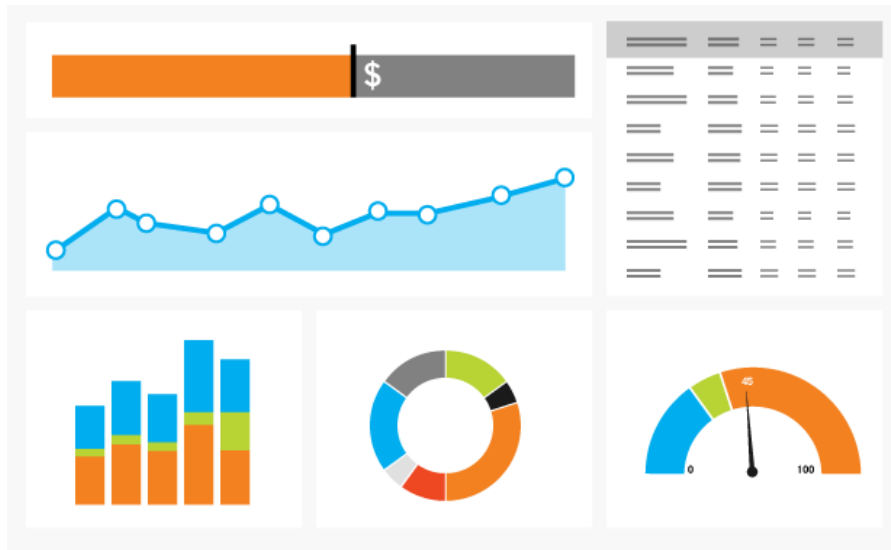


What DOESN'T Work?

DON'T 

- Posting from a third party app (Constant Contact, Hootsuite, etc.)
- Non-engaging, non-original (shared) content (text updates often aren't effective)
- Censoring your audience
- Using a dummy account to update a business profile
- Quality NOT quantity
- Being slow to respond

Measuring Success: *Analytics*



Ways to Measure Success

Measure using KLOUT.com

The image shows a screenshot of a KLOUT.com profile for Amy Cole. At the top, there is a navigation bar with a search box containing the text "What would you like to search for today?". Below the navigation bar, on the left, is a sidebar with a profile picture of Amy Cole and her family, a name "Amy Cole", and a red notification badge with the number "56". The sidebar also contains three menu items: "Explore", "Schedule", and "Measure". The main content area features a larger profile picture of Amy Cole and her family, also with a red notification badge showing "56". To the right of the profile picture is the name "Amy Cole" and a row of social media icons for KLOUT, Twitter, Facebook, LinkedIn, YouTube, Instagram, and Google+. Below the name is a bio: "Boston marathoner, mom, online project manager for the U of A Cooperative Extension Service, gardener, artist and all around Type A personality." Underneath the bio are several topic tags: "Agriculture" (Expert), "Arkansas" (Expert), "Little Rock" (Expert), "Running" (Expert), "Digital Marketing", "Google Analytics", "Marathons", and "Social Media".

90 Day Score History

Score updated 8/30/2016



Expert Topics ⓘ

Last updated August 30, 2016 at 2:07 PM

Rank

| | |
|-------------|-------|
| Running | 99.8% |
| Arkansas | 99.8% |
| Little Rock | 99.2% |
| Agriculture | 98.5% |

55.95

Today's Score

▲ 0.04

56.85

90 Day High

54.44

90 Day Low

Network Contribution



| | | |
|--|-----------------|-----|
| | Facebook | 39% |
| | Twitter | 14% |
| | LinkedIn | 6% |
| | Instagram | 40% |
| | Google | 0% |
| | Foursquare | 1% |
| | Connect Youtube | 0% |
| | Klout | 0% |

Facebook Analytics



Facebook Insights



Total fans is not always the goal.

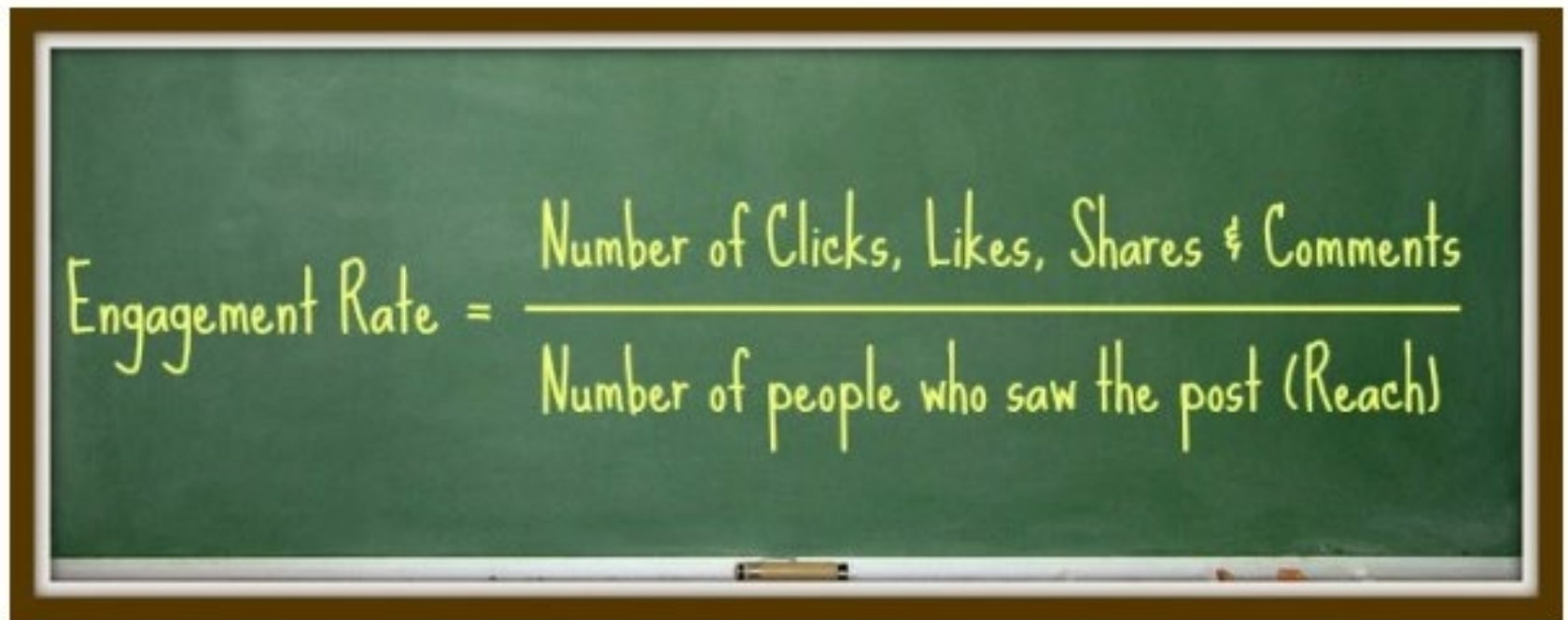
ENGAGED fans are what's important.

What STORY are you telling?

Demo?

Engagement Rate

Facebook calculates the official Engagement Rate as follows:


$$\text{Engagement Rate} = \frac{\text{Number of Clicks, Likes, Shares \& Comments}}{\text{Number of people who saw the post (Reach)}}$$

Demographics for

Instagram



Instagram Audience Demographics

Over 90% of people who use Instagram are under 35



Great Instagram Content:

What works?!

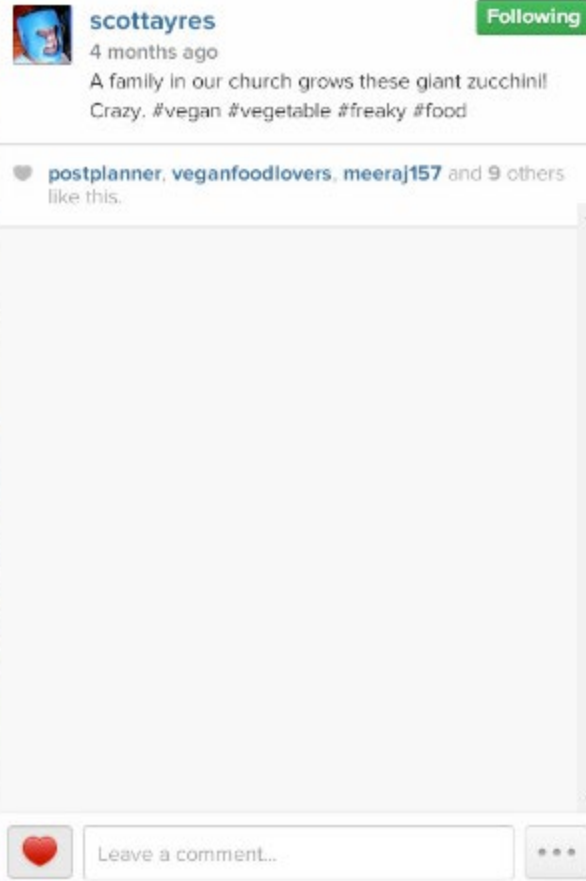
Instagram Business pages: a new feature

Instagram now shows images based on **relevancy**
and not newest (similar to Facebook)



What works?

Be human!



What works?

#photooftheday

#fun

#igers

#food

#friends

#picoftheday

#repost (using Repost app)

#SELFIES!

#gross

#Arkansas

#love

#beautiful

#hashtags

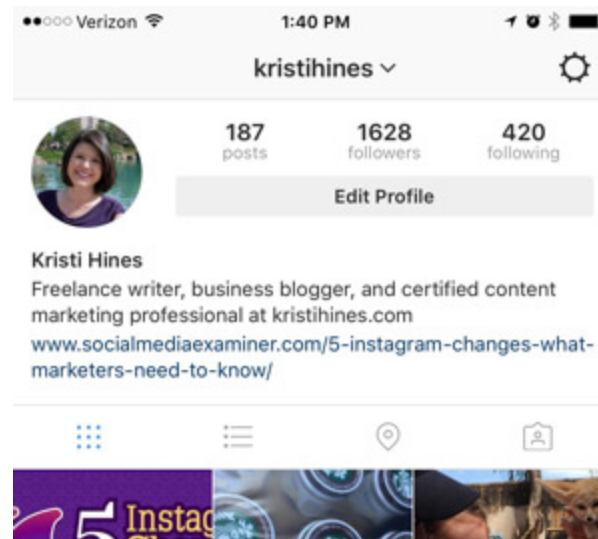
#tbt

Instagram analytics



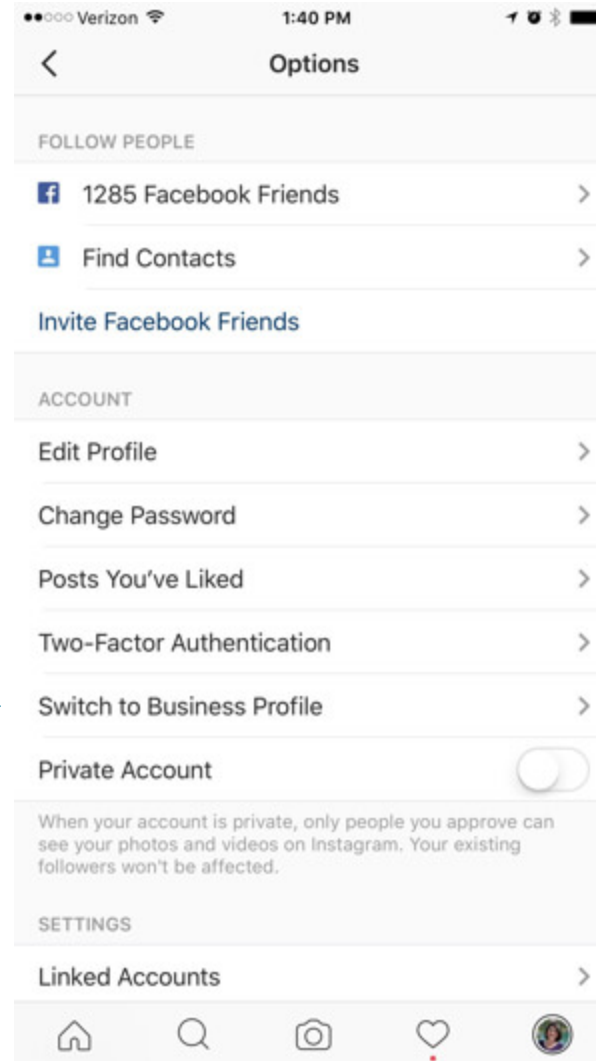
Instagram Business pages

1. Get the latest update of Instagram
2. Go to the app and tap on your profile photo
3. Tap **SETTINGS**



Insights are NEW in Instagram

4. Look for 'switch to business profile'





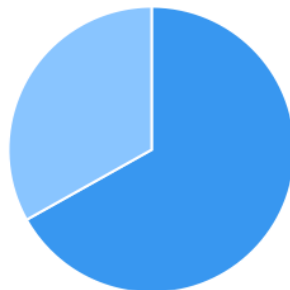


Followers

516 followers

+6 new this week

GENDER



67%
Women

33%
Men

AGE RANGE

All

Men

Women





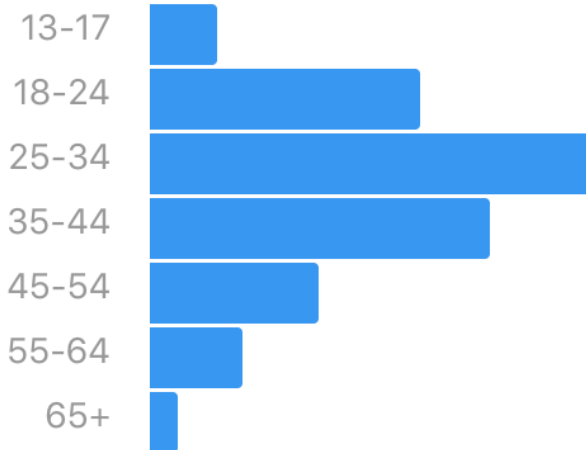
Followers

AGE RANGE

All

Men

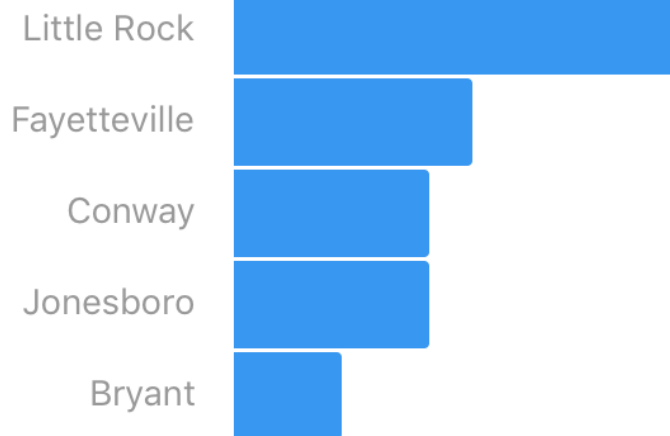
Women



TOP LOCATIONS

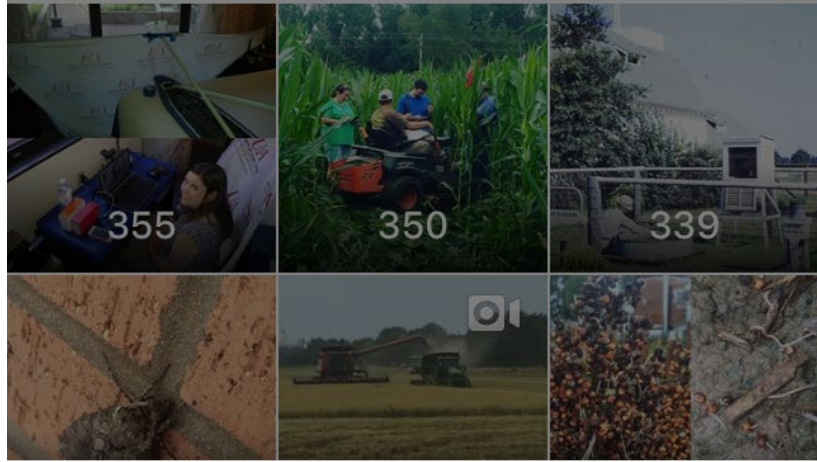
Cities

Countries



Top Posts

Showing All posted in the past 30 days sorted by Impressions

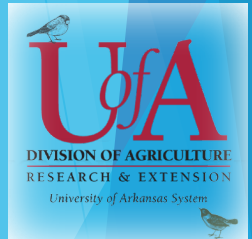


Filter

Apply

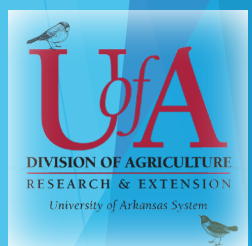
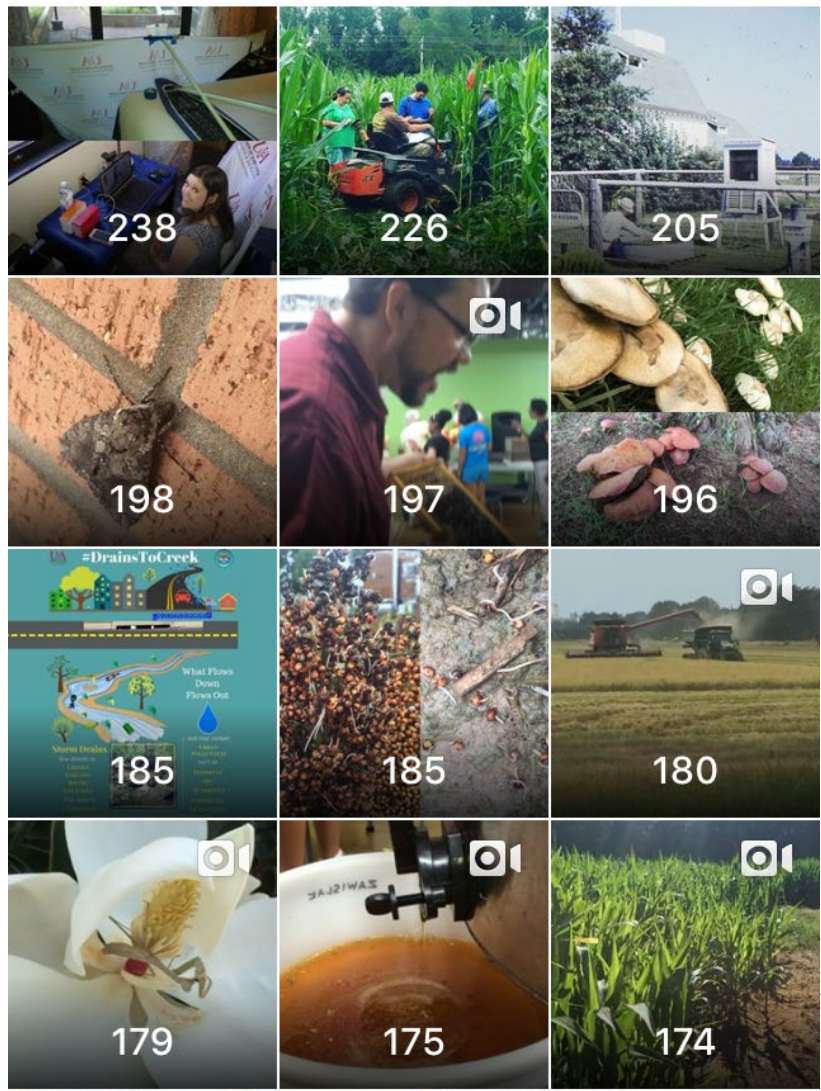
| | | |
|--------|-------------|----------|
| | Impressions | |
| | Reach | 7 days |
| All | Engagement | 30 days |
| Photos | Likes | 3 months |
| Videos | Comments | 6 months |
| | | 1 year |

What do these mean? ▾



Top Posts

Showing All posted in the past 30 days sorted by Reach



Questions?

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Thank you!

